



THE KICKOFF CHECKLIST

One Month Before Kickoff

- Final Content Audit
- Announce Kickoff Date

Two Weeks Before Kickoff

- Host a Pep Rally with leaders in the organization providing vision
- Solicit Members for Idea and Concerns

One Week Before Kickoff

- Pre-email drip campaign from leaders in the organization
- Same day as the Pep Rally
- Create Email Campaign in PlaybookBuilder
 - One Hour After Logging In
 - One Day After Logging In
 - Second Day
 - One Week Later
 - Three Weeks
 - Month 2-12
- Pre-email drip campaign from leaders in the organization
- Same day as the Pep Rally
- Create Email Campaign in PlaybookBuilder

Kickoff Day

- Send an email from leadership using usual channel alerting the team – *“Look out for an invite from PlaybookBuilder – it’s safe!”*
- Upload the CSV file
- Run a report every few hours to determine who has logged in & who has not

30-Days Post Kickoff

- Deploy notification survey to all – via ALERTS
- Schedule a 90-Day Time Out with team leaders