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| --- | --- | --- | --- | --- | --- |
| Purpose | Audience(s) | Timing/Frequency | Message | Method/Channel | Accountability |
| Inform about upcoming changes as a result of FEED THE CHILDREN 2.0; their role, training, timeline and its impact | CDR/Agency Development Staff | Feb. 17 | See Attached | Email; Training; FAQ | Chris Splitt/Deborah Yost |
| Inform about upcoming changes as a result of FEED THE CHILDREN 2.0; training, timeline and its impact | Agency Dev. Agencies |  | See Attached | Email; Training | Deborah Yost/Ronda Anderson |
| Inform about upcoming changes as a result of FEED THE CHILDREN 2.0; training, timeline and its impact | Corporate Donors |  | See Attached | Email; Training | Chris Splitt/Bridget Mitchell |
| Inform about upcoming changes as a result of FEED THE CHILDREN 2.0; training offered, timeline and its impact | FEED THE CHILDREN Leadership/ FEED THE CHILDREN Staff |  | See Attached | Monitors-OKC; Flyers; This Week; DC boards; Reinforcement Email; | Internal Comm |
| Inform a change is coming, where to send if they get calls, impact on their operations, timeline, FAQs | GEC/Front desk |  | See Attached | Email; FAQ; This Week | Internal Comm |
| What’s happening, impact, their role, and connection to the brand; content; format; message delivery | PR/Communications |  | See Attached |  |  |

**FEED THE CHILDREN 2.0 Communication Plan Detail**

**Sample messages**

1. **CDR/Agency Development staff**

*“{CDR/Agency Development staff}*

*As you may be aware, we are focusing on improving our donor and partner agency experience. A big part of that is related to a successful rollout of FEED THE CHILDREN 2.0, an online tool that which will allow:*

* *Corporate donors to more easily register, make and track donations*
* *Partner agencies to more easily register, select and track donated items in a faster and more efficient way*
* *FEED THE CHILDREN staff to be more efficient and create a better experience for our stakeholders…potentially helping us to raise and distribute more.*

*That said, we hope to roll the first phase of FEED THE CHILDREN 2.0 out internally on…. This first phase will simply focus on registering agency partners/corporate donors and populating a dashboard that stakeholders can use to track how much product they have donated or received over a given period of time.*

*You are a huge part of the success of this project rollout. That said, we will be providing you training on …{provide details}*

*Please let us know if you are unable to attend, so we can make sure you receive the training.*

*Thanks in advance for your help and participation.”*

1. **Agency Development agencies/Corporate Donors**

*“Dear {Partner Agency/Corporate Partner},*

*Thank you for working with Feed the Children to improve the lives of those around us. Our partnership has allowed us to make a real impact in our communities.*

*In order for us to continue to grow and expand our ability to serve the community, we are continually identifying ways to become more efficient and improve the Feed the Children (FEED THE CHILDREN) experience for all stakeholders. One such improvement is FEED THE CHILDREN 2.0; a more user-friendly online way for partner agencies to register with FEED THE CHILDREN, receive and track donated items.*

*FEED THE CHILDREN 2.0 will be rolled out in phases beginning in …. With the final phase being implemented in … The first phase, which we be officially rolled out on… and will focus on partner agency registration and introduction to the dashboard (where donation selection history will be tracked and displayed.)*

*We will be providing training to partner agencies on this initial phase on the following dates {provide detail}*

*We anticipate a smooth rollout, but are committed to ensuring you are supported through this transition. If you have any questions, concerns or require any assistance during this process, please feel free to reach out to…*

*Thanks in advance for your partnership and patience.”*

1. **{Agency Partners/Corporate Donors – Testing phase}**

*“Dear {Partner Agency/Corporate Donor},*

*Thank you for uniting with Feed the Children to feed children today and transform their lives tomorrow.*

*As a respected partner, we are reaching out to you, because we need your help.*

*Feed the Children is continually identifying ways to better serve those we work with and for. An area of potential improvement is our agency/corporate donor experience. We have been exploring ways to improve:*

* *Partner agency and Corporate Donor registration*
* *The donation and product selection process*
* *Donation tracking/history*

*We will be rolling out FEED THE CHILDREN 2.0 by the end of … to address the issues above. FEED THE CHILDREN 2.0 will be rolled out in phases beginning in …. With the final phase being implemented in … The first phase, which we be officially rolled out on… and will focus on partner agency registration and introduction to the dashboard (where donation selection history will be tracked and displayed.)*

*We’d like your help in testing this online tool and identifying any issues and improvements, before we roll It out to others officially.*

*We will be providing training on the following dates {provide detail}*

*If you are interested in being part of this testing phase, please let us know via email or telephone to… by…*

*Thanks in advance for your partnership and assistance.”*

1. **FEED THE CHILDREN leadership/FEED THE CHILDREN staff**

*“Dear FEED THE CHILDREN staff}*

*As we look introduce the new and improved Feed the Children, a major component of who we are is not simply our logo, but how we are perceived by our stakeholders and the general public. As we have shared previously, a big part of public perception is related to the experience people have with our organization.*

*In an effort to continually improve the FEED THE CHILDREN experience we are launching FEED THE CHILDREN 2.0; a more user-friendly online tool that which will allow:*

* *Corporate donors to more easily register, make and track donations*
* *Partner agencies to more easily register, select and track donated items in a faster and more efficient way*
* *FEED THE CHILDREN staff to be more efficient and create a better experience for our stakeholders…potentially helping us to raise and distribute more.*

*That said, we hope to roll the first phase of FEED THE CHILDREN 2.0 out internally on…. This first phase will simply focus on registering agency partners/corporate donors and populating a dashboard that stakeholders can use to track how much product they have donated or received over a given period of time.*

*FEED THE CHILDREN will be rolled out to the general public on…*

*Currently, FEED THE CHILDREN team members in impacted areas are being trained on the tool and are evaluating and recommending improvements before we go-live. We reached out to select agency partners and corporate donors to help with the troubleshooting process, as well.*

*We believe FEED THE CHILDREN 2.0 will help us better meet the needs of our partners, provide a better customer experience, and will make the lives of our FEED THE CHILDREN team members a bit easier.*

*If you have any questions or concerns, please feel free to reach out to ….*

*Thanks for all you do for Feed the Children and those families we serve.”*

1. **GEC/Front desk**

*“Dear GEC and Front Desk Staff,*

*As you may be aware, we are planning on launching FEED THE CHILDREN 2.0 in…. {provide timeframe}. The focus of FEED THE CHILDREN 2.0 is to automate and streamline the agency partner and corporate donor registration process. In addition, it will allow both groups to better track donations (those given and those received.)*

*Although we are directing specific FEED THE CHILDREN 2.0 inquiries to…, you may receive calls on this. We will provide you with an FAQ sheet to address most questions, but please feel free to direct concerns not covered on the FAQs to ….*

*If you have any questions, please let …know.*

*Thanks in advance for your help.”*

1. **PR/Commnications**