

- Launch Marketing/Comms
- Admin (portal/app set up)
- Weekly Meeting

Care Friends launch guide

(tasks that are underlined have links to resources for you)

Tips!

Scheme Rules & Launch Comms

1

- 'Whats Next' Meeting with Care Friends
- Inform Management & Leaders about Care Friends
- Complete Scheme Rules & return to Care Friends
- Prepare full Launch Comms

Portal Set-up

2

- Portal set-up & Training meeting with Care Friends
- Portal set-up
- Manage Training

Training

3

- Check-in meeting with Care Friends
- Complete portal customisation, add jobs, provide App User list etc
- Ensure Training is arranged
- Launch day comms confirmation

Launch Week

4

- Launch Day check-in meeting with Care Friends
- Launch Week!
- Prep staff for incoming EOI's

- ✓ Reinforce the rewards in all comms (including the sign-up bonus!)
- ✓ Explain that staff will receive an SMS invite to the app on their phone
- ✓ Get the CEO or Senior Leaders to talk about Care Friends
- ✓ Include Care Friends sign up as part of your onboarding process
- ✓ Use different comm channels and messages
- ✓ Make the Launch an Event at each Site
- ✓ Use the bonus points functionality and pre-create reward categories

Launch Toolkit with resources for the comms <https://carefriends.com.au/clientresources>