



Care Friends®

Launch Planning Checklist

Planning a great launch is a really important factor in determining the long-term success of Care Friends in your organisation. Get it right, and your staff will feel encouraged and incentivised to visit their app store, download the Care Friends app and start referring a steady stream of great new quality new candidates!

Get the right people engaged

- Present our Manager's PowerPoint presentation to your senior team** to ensure they are aware of the benefits of Care Friends and get behind the launch.
- Choose your 'Champions'** - members of your team who have regular contact with care staff and can help you spread the word and act as app ambassadors. They should be enthusiastic, motivated and comfortable using technology! Watch a video from Amy, one of our star Champions on how she got 80% sign-up in 2 weeks! Then share our Champion's Resources to help your chosen Champions achieve the same success!
- Get your Managers and Champions to download and use the app** so they understand how it works and can see the benefits themselves

[Download Manager's PowerPoint](#)

[Watch Amy's Top Tips for Champions Video](#)

[Download Champion's Resources](#)

Plan your launch event

- Set your launch date** - an in-person or online event for all staff.
- Prepare an in-person launch event** - making a big splash with the launch event will have a huge impact on staff engagement and the overall success of the app, so we recommend really going to town on it! Order Care Friends Champions badges, how to guides, posters etc. from us 2 weeks in advance.
- Line-up a senior manager to present our launch presentation in-person** to your team on the day - simply **add your scheme details** to the presentation and send to the manager in advance of launch day so they can prepare.
- Alternatively, prepare a remote launch event** - we suggest you ask an influential senior manager to record a short smartphone video introducing Care Friends - to make this quick and easy, we have prepared a script for them!
- Decide on your launch incentives** - there are several ways to add additional incentives for your existing staff to download the app and register to use it. In this video, our Customer Success Manager, Nicola, presents our launch incentive ideas which you can easily tailor to your team.

[Tell us your launch date](#)

[Launch Event Supplies Price List](#)

[Download Launch PowerPoint](#)

[Download Manager's Video Script](#)

[Watch Launch Incentives Video](#)

Launch comms

- Set-up your teaser & launch comms** - these will need to be prepared and ready to start being pushed out a week before the launch and on launch day itself. To make this quick and easy for you, we have prepared WhatsApp & SMS message templates, Facebook posts and email copy - just add your details, copy and paste!
- Send out your teaser comms** - using the comms you have prepared in advance, start building interest in Care Friends one week before launch, drip feeding messages as the launch day gets closer.

[Download Teaser Comms Templates](#)

[Download Launch Comms Copy](#)

On launch day

- The senior manager you have lined-up should kick-off the face-to-face launch** using the launch PowerPoint you sent them in advance. Or, if launching remotely, **send out their pre-recorded launch video** to all staff. It means a lot to staff to see a senior manager on board, engaged and backing your campaign.
- Announce your launch incentive** - include a deadline (we recommend 2 weeks from your launch day) to encourage your staff to download the app and start sharing straight away.
- Send SMS and email invites to all staff** from your Care Friends portal.

[Step-by-Step Guide to Inviting Staff](#)

Post launch follow-up & comms

- Celebrate successes** by adding your success stats to our message templates and sending them via your usual comms channels or as a Care Friends app push notification.
- Keep sharing launch messages and reminders** about your incentive every 2-3 days via your usual staff communication methods.
- At team meetings, take time to talk to staff about the app.** Find out what they like and don't like and adjust your approach. For advice and support on increasing engagement, email us support@carefriends.co.uk.
- Encourage your Champions to keep spreading the word about Care Friends** - offer them an additional incentive to reach a stretch target of 80% of your team registered for the app.

[Templates & Push Notifications Guide](#)

[Social & Email Messaging Templates](#)

Aim to have 50% – 80% of your team having downloaded the Care Friends app within a couple of weeks of launch and watch the referrals come flooding in!

Good Luck! We are here to help, so get in touch with support@carefriends.co.uk if you would like any advice or have any queries.