



# Top tips for a Successful Launch

Encouraging and incentivising your team to download the Care Friends app is one of the most important factors in the long-term success of Care Friends in your organisation. We've put together handy resources to help make introducing the app easy.

## 1. Choose some enthusiastic 'Champions' – The key to success!

This can be anyone who is motivated to improve recruitment and staff wellbeing. They need to have the capacity to take on a new project and feel comfortable using technology. Download our brilliant Champions Resources to support your Champions to become amazing app ambassadors

[Download Champion's resources HERE](#)

## 2. Launch incentives

It's best practice to give an incentive to register for the app. This can be managed quickly and easily in your Care Friends portal. Click the button on the right and watch a 2 minute video to find out more

[Watch launch incentives video](#)

## 3. Include Care Friends in everyday tasks

**Supervisions:** Take just 60 seconds to ask one question about the app in supervisions and give a helping hand to register

[Add Care Friends to supervisions](#)

**New starter onboarding:** Download our Join Care Friends flyer and add it to new starter welcome packs

[Download printable flyer HERE](#)

## 4. Create a buzz

**Share info via your usual staff communication methods:** Whether you use email, Whatsapp or a team Facebook group, we've got your back! Simply download our pre-prepared templates and copy and paste them

[Download templates HERE](#)

**Team meetings:** Share our launch presentation, featuring promo video for care staff and a QR code to register on the spot!

[Download launch presentation HERE](#)

**Remote launches:** Create a simple smartphone video using our suggested Manager's video script. An influential senior manager taking 2 minutes to record a video has a massive impact on uptake

[Download Manager's video script HERE](#)

**Send invitations from your Care Friends portal:** In just 3 clicks you can send automated invitations and reminders by text and email

[Learn how to send invitations HERE](#)

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!

Want to take your launch plans to the next level?  
[Click here](#) to download our launch best practice help sheet