



# Better World Strategy

## Launch Plan Template

**This template is intended for print to facilitate use by your strategy team.**



This template is designed to help mission-driven organizations step back, reflect, and build a clear, practical strategy. Templates are useful tools for understanding your environment, clarifying your purpose, and shaping the choices that guide your work.

Templates such as this one can spark meaningful conversations about where you are today and where you want to go next. Used collaboratively, they support the creation of a comprehensive organizational strategy that brings clarity, alignment, and momentum to your team.

💡 While templates are helpful on their own, they work best with thoughtful facilitation and an experienced partner who can help you navigate the process, ask the right questions, and turn insights into action. If you'd like guidance or want to explore a full strategy engagement, reach out at [betterworldstrategy.com](https://betterworldstrategy.com).

Better World Strategy is here to help you build a strategy your team understands, believes in, and can use every day.

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# Launch Plan Template

The Launch Plan Template lists common actions for launching a strategy at small to medium organizations.

Use it as a checklist: keep what you need, skip what you don't, and add any missing items.

	Action	Owner	Target Date	Status
Pre-launch	Finalize the Strategic Plan Document and set permissions to Read-Only		T-2 weeks	Green / Yellow / Red
	Align with Org Leadership on messaging and prepare org-wide launch email communication (for readiness – don't send yet)		T- 2 weeks	Green / Yellow / Red
	Ensure the Strategy Training Deck is ready		T-2 weeks	Green / Yellow / Red
	Stand up the Strategy Hotline with org-wide permissions		T-1 week	Green / Yellow / Red
	Author announcement and post-launch follow-up emails (but <b>hold off on sending</b> – Launch phase is next) Use email templates in this library for a faster launch		T-1 week	Green / Yellow / Red
	Schedule recurring launch stand-ups with champs to continuously monitor progress and blockers.		T-1 week	Green / Yellow / Red
	Ensure Champ v-team readiness and answer final questions		T-1 week	Green / Yellow / Red
	Notify managers about the upcoming launch so they're prepared when the all-staff announcement is sent.		T-1 week	Green / Yellow / Red
	more actions...			

<b>Launch</b>	Send announcement communication email org-wide		T-1 week	Green / Yellow / Red
	Send Strategy All-Hands calendar invitation org-wide		With pre-launch communication	Green / Yellow / Red
	Host Strategy-All Hands		T-0 Day (Launch Day)	Green / Yellow / Red
	Send post-All Hands comm, sharing the link to the Strategic Document and the Strategy Hotline		T-0 Day	Green / Yellow / Red
	more actions...			

<b>Post-Launch</b>	Answer questions posted on the Strategy Hotline		T+1 Day	Green / Yellow / Red
	Send calendar invitation to the Monthly Strategy Review (MSR) series		T+1 Day	Green / Yellow / Red
	Managers reinforce strategy in team meetings and 1:1s		T+1 week	Green / Yellow / Red
	Host a Strategy Trivia event		T+2 weeks	Green / Yellow / Red
	Send post-launch reinforcement email		T+3 weeks	Green / Yellow / Red
	more actions...			

# Announcement Email

Use, modify, or author different language. For MS Word or plain text versions, visit the Better World Resources page.

Subject: Our New Organizational Strategy

Hi everyone,

I'm pleased to announce a key milestone in our organization. Our leadership team, with input and participation from all levels, has developed a unified strategy for the future based on your feedback about successes, areas for improvement, and new opportunities.

We are at a pivotal point in our evolution. A clear, organization-wide strategy provides alignment, focus, and a shared decision-making framework. It clarifies priorities, guides our efforts, and links individual work to our broader impact.

You'll soon receive a calendar invite for our org-wide Strategy All-Hands. Please prioritize time for this. In that session, we'll review the new strategy, its purpose, and how your work aligns with our direction. Expect to leave with clarity and confidence about our future. This meeting starts an ongoing process of building understanding, providing resources, and supporting teams as we implement the strategy. I'm excited for us to move forward together.

Thank you, Strategy Champs team, for your dedication and creative work. Your contributions inspire us.

More soon,  
[Org Director]

# Post- All Hands Email

Use, modify, or author different language. For MS Word or plain text versions, visit the Better World Resources page.

Subject: Strategy All-Hands Follow Up

Hi everyone,

Thank you for the energy and engagement you brought to our Strategy All-Hands. Sharing our improved direction and focus with all of you is a fantastic milestone, and I'm grateful for the thoughtfulness, questions, and momentum you're already bringing to this next chapter.

As promised, here is our new, shared **Strategic Plan** [\[insert link\]](#). This is your central reference for our long-term direction, priorities, and the throughline that connects our work across teams. Understanding our strategy is vital for every person in our organization. Read and absorb our plan so that we can share this journey together.

I also want to share that the **Strategy Hotline** [\[insert link\]](#) is open and available for any strategy-related questions. Whether you're clarifying a concept, exploring how your team's work aligns, or thinking through how to apply the strategy in practice, this channel is here to support you.

Today's All-Hands was the starting point. Over the coming weeks, we'll continue building shared understanding, supporting teams as they connect their work to the strategy, and preparing for our first Monthly Strategy Reviews (MSRs).

Thank you again for your energy, engagement, and for everything you do to move our mission forward to serve our customers and community.

More soon,  
[Org Director]

# Post-Launch Email

Use, modify, or author different language. For MS Word or plain text versions, visit the Better World Resources page.

Subject: Strategy Launch Follow-Up

Hi everyone,

A few weeks have passed since our Strategy All-Hands. I greatly appreciated the momentum we've built together.

Launching a new strategy isn't a single event. It's an ongoing shift in how we focus, plan, and make decisions as one organization. I'm grateful for the energy, curiosity, and thoughtfulness you've brought to this next chapter. As you continue to connect your team's work to our shared direction, I want to highlight a few resources that are here to support you:

- Our **Strategic Plan** [\[insert link\]](#) document is your go-to reference for the full narrative, priorities, and long-term direction. If you haven't revisited it since our Strategy All-Hands, I encourage you to take another look. Use it to guide planning and decision-making.
- The **Strategy Hotline** [\[insert link\]](#) is open and active. If questions come up, big or small, send them our way. This channel exists to make sure you have clarity as we put the strategy into practice.
- **Monthly Strategy Reviews (MSRs)** will begin soon. These sessions will help us track progress and identify areas where we can help you succeed. Thank you to those who volunteered to represent your teams' OKRs in these reviews. Your leadership and insight will help keep our strategy grounded in real impact.

The important work you're doing now strengthens our ability to support our customers and deepens our impact on the communities we serve. We're still early on this journey, but the momentum we're building together is fantastic. Thank you for your commitment, your questions, and your willingness to shape this strategy as we bring it to life.

Sincerely,  
[Org Director]