



Launch Plan Template

Why Use This Template

- Helps mission-driven organizations step back, reflect, and build a clear, practical plan for rolling out a new strategy, instead of launching it informally.
- Sparks meaningful conversations about where the team is today and where it wants to go next, so the launch itself becomes a moment of alignment.
- Used collaboratively, it supports a comprehensive rollout that brings clarity, alignment, and momentum to the team — not just an announcement email.
- Gives everyone a shared checklist and communication templates, so nothing important gets missed in the run-up to, during, or after launch day.

How to Complete This Template

- Action / Owner / Target Date / Status: Work through the Pre-launch, Launch, and Post-launch checklists. Keep what you need, skip what you don't, and add any missing items.
- Owner: Enter the name of the person accountable for each action.
- Target Date: Defaults to relative timing (e.g. T-2 weeks). Adjust to real dates or timing that fits your organization.
- Status: Mark each action Green (on track), Yellow (at risk), or Red (blocked) as you go, and revisit it at your launch stand-ups.
- Email templates: Use the Announcement, Post-All Hands, and Post-Launch email templates as a starting point — modify the language or author your own.
- While this template is helpful on its own, it works best with thoughtful facilitation and an experienced partner. For guidance or a full strategy engagement, visit betterworldstrategy.com.



Launch Plan Template

Pre-Launch

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



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			☐ G ☐ Y ☐ R
			☐ G ☐ Y ☐ R

Launch

Action	Owner	Target Date	Status
Send announcement communication email org-wide		T-1 week	☐ G ☐ Y ☐ R
Send Strategy All-Hands calendar invitation org-wide		With pre-launch comm.	☐ G ☐ Y ☐ R
Host Strategy All-Hands		T-0 Day (Launch Day)	☐ G ☐ Y ☐ R
Send post-All Hands comm, sharing the link to the Strategic Document and the Strategy Hotline		T-0 Day	☐ G ☐ Y ☐ R

Add your own:

			☐ G ☐ Y ☐ R
			☐ G ☐ Y ☐ R
			☐ G ☐ Y ☐ R
			☐ G ☐ Y ☐ R
			☐ G ☐ Y ☐ R



Launch Plan Template

Post-Launch

Action	Owner	Target Date	Status
Answer questions posted on the Strategy Hotline		T+1 Day	☐ G ☐ Y ☐ R
Send calendar invitation to the Monthly Strategy Review (MSR) series		T+1 Day	☐ G ☐ Y ☐ R
Managers reinforce strategy in team meetings and 1:1s		T+1 week	☐ G ☐ Y ☐ R
Host a Strategy Trivia event		T+2 weeks	☐ G ☐ Y ☐ R
Send post-launch reinforcement email		T+3 weeks	☐ G ☐ Y ☐ R
Add your own:			
			☐ G ☐ Y ☐ R
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Announcement Email

Use, modify, or author different language. For 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 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 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]