

WEEK 1

CEO EMAIL #1
HR NEWSLETTER ANNOUNCEMENT EMAIL

WEEK 2

OUTREACH BEGINS
CEO ENDORSED VIDEO EMAIL

WEEK 3

SCRIPTSOURCING EMPLOYEE EMAIL TEMPLATE #1

WEEK 4

SCRIPTSOURCING EMPLOYEE EMAIL TEMPLATE #2

WEEK 5

SCRIPTSOURCING EMPLOYEE EMAIL TEMPLATE #3

WEEK 6

SCRIPTSOURCING EMPLOYEE EMAIL TEMPLATE #4
DATA REVIEW

WEEK 7

CEO EMAIL #2
STRAGGLER OUTREACH /OPTIONAL EMAIL

WEEK 8

SCRIPTSOURCING EMPLOYEE EMAIL TEMPLATE #5