



Sample INVENTORY: Communication Plan

This is a sample communication plan designed to help communities identify necessary stakeholder communication and frequency.

TOPIC	OBJECTIVE	STAKEHOLDER	COMMUNICATION METHOD	FREQUENCY
Project Kick-Off				
Initial Announcement	The first announcement of plans to use Clarity INVENTORY. The email should be brief and highlight the benefits of the transition.	All stakeholders	Email	Start of project
Information Session	Live session offering a short demo of INVENTORY, timelines, stakeholder responsibilities, and time for Q&A.	All stakeholders	In-person or live webinar	Start of project
Data Collection				
Data Collection Outreach	Informational email notifying providers of their involvement in the data collection process.	Housing/Shelter Providers	Email	Two weeks before collection begins
Information Session	Live session providing instructions on how to complete the data collections template, key dates, and Q&A.	Housing/Shelter Providers	In-person or live webinar	One weeks before collection begins
Due Date Email	Notify providers of upcoming data collection due date.	Housing/Shelter Providers	Email	One and two weeks before due date
Unit Assignment Collection Outreach	Informational email notifying providers of the second round of data collection to gather unit assignment information.	Housing/Shelter Providers	Email	Two weeks before collection begins

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Due Date Email	Notify providers of upcoming data collection due date.	Housing/Shelter Providers	Email	One and two weeks before due date
Training				
Training Announcement	Email sending the training session schedule.	Housing/shelter providers, coordinated entry staff	Email	Three to four weeks before first training
Training Follow-up	Email thanking staff for their participation in the training. Be sure to include links to find slides, job aids, and a recording of the training.	Housing/shelter providers, coordinated entry staff	Email	Within one week of training
Go Live				
Go-live Announcement	Celebrates go-live, welcomes users to Clarity INVENTORY, and reminds users where to find support and resources.	All stakeholders	Email	Day of go-live
Office Hours	Notification of office hours schedule and sign-up procedure for staff needing support.	All stakeholders	Email	Within one week of go-live