



Engagement Plan

To help you reach your screening goals, Dare to C.A.R.E. has outlined the following outreach process and developed resources for each target audience to support you every step of the way:

PHASE 1	PHASE 2	PHASE 3	PHASE 4
PROGRAM SEEDING AND BUILDING BUZZ	CENTER LAUNCH AND OPENING	PROGRAM KICKOFF CELEBRATION	PROGRAM EXECUTION AND GROWTH
Create excitement within the community and educate potential referrers about the program	Drive appointments and referrals to new center while continuing to educate key stakeholders about the program	Credential service among key community stakeholders by offering free screening, raise visibility for the program	Continue to drive steady flow of appointments and increase visibility in the community
REFERRING PHYSICIANS:			
<ul style="list-style-type: none"> • 1 Coming Soon Email (56-REF) • 1 Postcard (47-PAT) • 1 Introductory Letter (40-REF) • 3 Emails (63-HOSP) 	<ul style="list-style-type: none"> • 1 Email (48-REF) • 1 Launch Letter (46-REF) • Newsletter Language (42-REF) 	<ul style="list-style-type: none"> • 1 Kickoff Event Invite (45-PAT) • 1 Kickoff Event Email (57-REF) 	<ul style="list-style-type: none"> • 4 Newsletters (01-02-REF, 04-REF, 06-REF) • 22 Postcards (07-17-REF and 18-28-REF) • 1 Brochure (29-PAT) • 1 Business Card (31-PAT) • 2 Ongoing Event Emails (64-REF)
COMMUNITY ENGAGEMENT:			
	<ul style="list-style-type: none"> • 1 Email (48-REF) • 1 Postcard (51-COMM) • Newsletter Language (41-PAT) • 1 Table Tent (50-PAT) • 1 Patient Q&A (49-PAT) 	<ul style="list-style-type: none"> • 1 Kickoff Event Invite (45-PAT) • 1 Kickoff Event Email (53-COMM) 	<ul style="list-style-type: none"> • 2 Brochures (49-PAT and 29-PAT) • 1 “Slim Jim” (30-PAT) • 2 Business Cards (31-PAT and 59-PAT) • 1 Folder (32-PAT) • 5 One Pagers (33-35-PAT; 37-PAT; 61-STAFF) • Newsletter Language (41-PAT) • 1 Table Tent (50-PAT) • 1 Program Poster (44-PAT) • 4 Forms (69-70-PAT and 43-PAT) • 1 Post-kickoff Email (65-COMM) • 1 Postcard (54-PAT) • 1 Flyer (58-COMM) • Lecture Agenda (62-STAFF) • 1 Email (65-COMM)

MEDIA OUTREACH:

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| <ul style="list-style-type: none">• Press Release Announcing Program (55-COMM)• Press Release Announcing Kickoff Event (55-COMM)• Post-launch Media Advisories (55-COMM)• Recommendations on Reaching out to the Local Media (55-COMM)• Social Media Campaign-in-a-box (55-COMM)• Sample Pitch Letter (55-COMM) | <ul style="list-style-type: none">• Press Release Announcing Opening (55-COMM) | <ul style="list-style-type: none">• Press Release Announcing Opening (55-COMM)• 1 Kickoff Event Invite (45-PAT) | <ul style="list-style-type: none">• 3 Press Releases about Heart Health/Vascular Disease (55-COMM)• 1 Email (65-COMM) |
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INTERNAL ENGAGEMENT:

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| <ul style="list-style-type: none">• 3 Emails (63-HOSP) | <ul style="list-style-type: none">• 1 Email (48-REF)• Newsletter Language (42-REF)• Table Tents (50-PAT)• Newsletter Ad (66-HOSP) | <ul style="list-style-type: none">• Kickoff Event Mailer (52-COMM)• Newsletter Ad (67-HOSP) | <ul style="list-style-type: none">• Newsletter Ad (68-HOSP) |
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