

# Launch Checklist

Welcome aboard, and thank you for being a Braintrust Professional Institute partner.

To help you have as smooth and successful a launch as possible – and save you time – we are sharing this handy checklist.

LAUNCH PREP	LAUNCH ACTIVITIES
<input type="checkbox"/> Set date for “official” launch	<input type="checkbox"/> Send special purpose launch email
<input type="checkbox"/> Update website (Education page, Events page, member benefits page, FAQ page)	<input type="checkbox"/> Post to social media channels
<input type="checkbox"/> Update member portal/area	<input type="checkbox"/> Host webinar (Braintrust can present, Q&A)
<input type="checkbox"/> Let board/committees/key members know	<input type="checkbox"/> Share promo in newsletter
<input type="checkbox"/> Update member orientation kit / embed in new member process and emails	<input type="checkbox"/> Post article in magazine or website
<input type="checkbox"/> Provide tour for staff/Prep staff to respond	<input type="checkbox"/> Promote at chapter events
<input type="checkbox"/> Update email signatures	<input type="checkbox"/> Promote in upcoming webinars/virtual events
<input type="checkbox"/> Write article for newsletter or magazine	<input type="checkbox"/> Share info at the next conference
<input type="checkbox"/> Prep social media posts	<input type="checkbox"/> Send a letter or postcard through snail mail
<input type="checkbox"/> Prep step-by-step instructions to register	<input type="checkbox"/> Post-registration: Invite them to invite a friend
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

## Online Launch Resource Kit

Take advantage of our launch templates, social media ideas, and graphics in our online Launch Resource Kit at [www.braintrustprofessionalinstitute.com/partnership-resource-kit](http://www.braintrustprofessionalinstitute.com/partnership-resource-kit).

You will find tools such as:

- Email templates for launch
- Braintrust Professional Institute logos for your website and promotional material
- Course covers for social media posts and newsletter graphics
- Ideas for your blog, social media, and newsletter