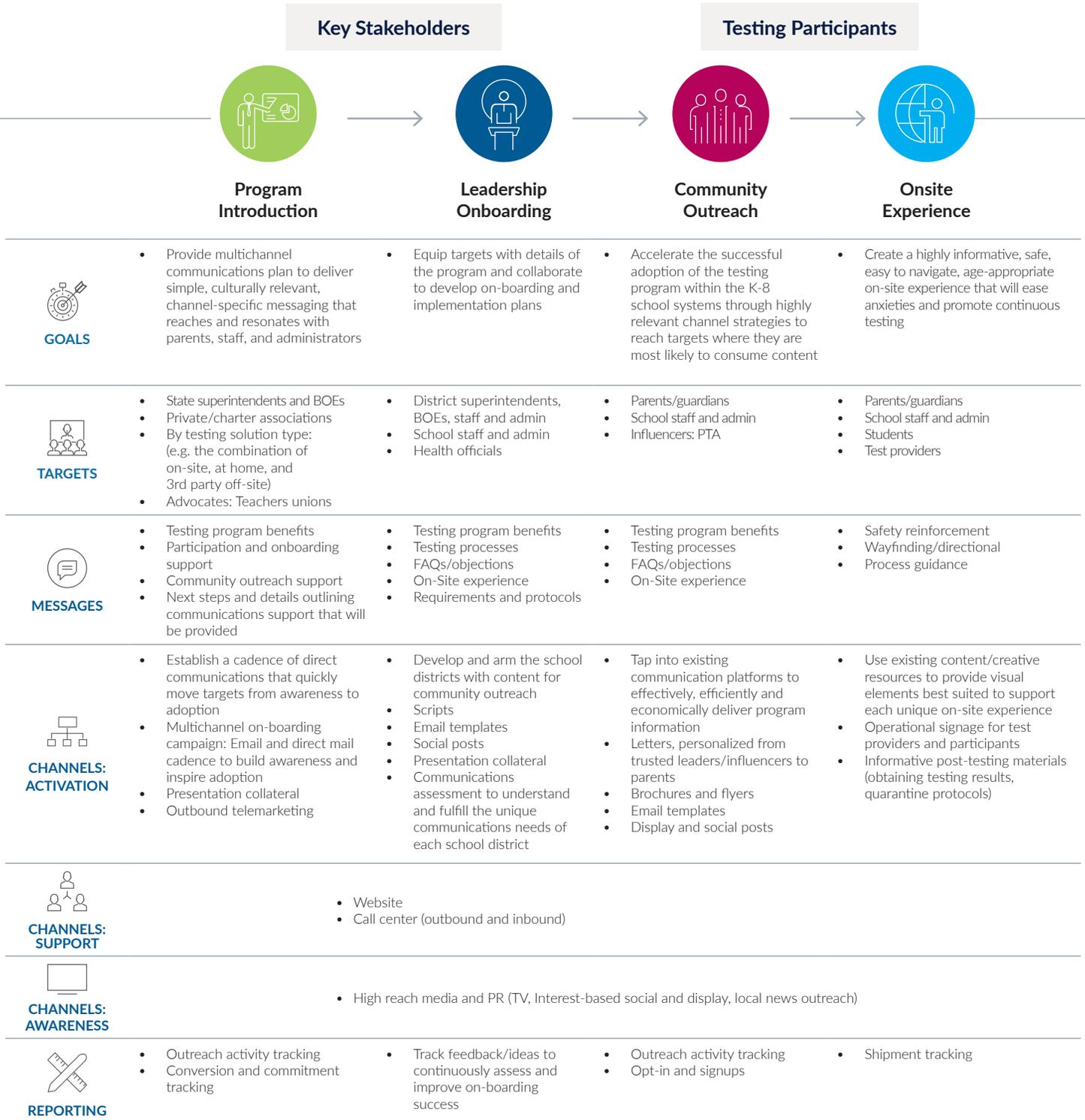# rrd

CONTACT STRATEGY TEMPLATE

Raise community awareness, accelerate adoption and engagement of your COVID-19 testing program
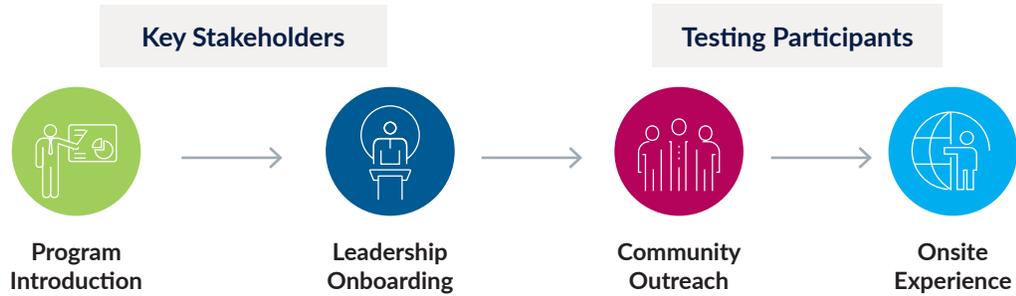
Consider this your roadmap designed to provide the framework for implementing a highly targeted contact strategy per audience. Here's an example…

	Key Stakeholders		**Testing Participants**	
	Program Introduction	**Leadership Onboarding**	**Community Outreach**	**Onsite Experience**
GOALS	• Provide multichannel communications plan to deliver simple, culturally relevant, channel-specific messaging that reaches and resonates with parents, staff, and administrators	• Equip targets with details of the program and collaborate to develop on-boarding and implementation plans	• Accelerate the successful adoption of the testing program within the K-8 school systems through highly relevant channel strategies to reach targets where they are most likely to consume content	• Create a highly informative, safe, easy to navigate, age-appropriate on-site experience that will ease anxieties and promote continuous testing
TARGETS	• State superintendents and BOEs • Private/charter associations • By testing solution type: (e.g. the combination of on-site, at home, and 3rd party off-site) • Advocates: Teachers unions	• District superintendents, BOEs, staff and admin • School staff and admin • Health officials	• Parents/guardians • School staff and admin • Influencers: PTA	• Parents/guardians • School staff and admin • Students • Test providers
MESSAGES	• Testing program benefits • Participation and onboarding support • Community outreach support • Next steps and details outlining communications support that will be provided	• Testing program benefits • Testing processes • FAQs/objections • On-Site experience • Requirements and protocols	• Testing program benefits • Testing processes • FAQs/objections • On-Site experience	• Safety reinforcement • Wayfinding/directional • Process guidance
CHANNELS: ACTIVATION	• Establish a cadence of direct communications that quickly move targets from awareness to adoption • Multichannel on-boarding campaign: Email and direct mail cadence to build awareness and inspire adoption • Presentation collateral • Outbound telemarketing	• Develop and arm the school districts with content for community outreach • Scripts • Email templates • Social posts • Presentation collateral • Communications assessment to understand and fulfill the unique communications needs of each school district	• Tap into existing communication platforms to effectively, efficiently and economically deliver program information • Letters, personalized from trusted leaders/influencers to parents • Brochures and flyers • Email templates • Display and social posts	• Use existing content/creative resources to provide visual elements best suited to support each unique on-site experience • Operational signage for test providers and participants • Informative post-testing materials (obtaining testing results, quarantine protocols)
CHANNELS: SUPPORT	• Website • Call center (outbound and inbound)			
CHANNELS: AWARENESS	• High reach media and PR (TV, Interest-based social and display, local news outreach)			
REPORTING	• Outreach activity tracking • Conversion and commitment tracking	• Track feedback/ideas to continuously assess and improve on-boarding success	• Outreach activity tracking • Opt-in and signups	• Shipment tracking

Expand your testing program.
Visit: rrd.com/contact

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Program Introduction	Leadership Onboarding	Community Outreach	Onsite Experience

GOALS

TARGETS

MESSAGES

CHANNELS: ACTIVATION

CHANNELS: SUPPORT

CHANNELS: AWARENESS

REPORTING

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