Email to Legal for Privacy Agreement and Contest Rules

As you may have heard, we are launching an Insight Community among our current [and prospective] customers.  It is designed to gather insights and engage our customers in a new way.  We’re hoping to launch by [INSERT MONTH], but there are a few items that are critical to that timeline and a successful launch.

We are responsible for drafting the following legal documents:

1. Privacy Policy
2. Terms of Use

The list of documents isn’t exhaustive; we may need to consider NDA’s and other documents, but these are mandatory. Below are a few details to think about before we begin compiling these documents.  I’ll set up a meeting for [INSERT DATE] to discuss further.  Please let us know if you have any specific concerns or questions.

We really appreciate your support on this exciting initiative!

1. **Privacy Policy**

* We may be able to use our existing website Privacy Policy
* Vision Critical should be mentioned as a “third party provider who processes data” for us
* Vision Critical’s data centre is located in Canada, USA, or EU (please check with your project manager to confirm*),* so any statement regarding location of data storage must take this into account

1. **Terms of Use**

* We can use our existing website Terms of Use
* We will need to include language that mentions the ability to remove community members
* We may want to include confidentiality terms

1. **Contest Rules**

* We will have full ownership and legal responsibility for the contests, so we’re responsible for
  + compliance with all local restrictions and limitations,
  + providing documentation and draw regulations, and
  + legal liability associated with the contests.
* Vision Critical will assist us in the administration of the contests by 1) drawing, contracting and confirming contest winners and 2) fulfill standard Vision Critical supported prizes.
* We will need to include start/ end date, number and value of prizes, method of entry, draw dates and the winner notification process.

Email to IT or Marketing Team to Prepare for Recruit

As you may have heard, we are launching an Insight Community among our current [and prospective] customers.  It is designed to gather insights and engage our customers in a new way.  We’re hoping to launch by [INSERT MONTH], but there are a few items that are critical to that timeline and a successful launch.

We are responsible for recruiting our customers to this Insight Community.  A few of the details that we are starting to think about include:

* Identifying all possible recruit sources
* Estimate the number of customers we can recruit from each source
* Predict the types of customers we can recruit from each source
* Create an invite deployment schedule that complements our current communication plans

Vision Critical will be providing ongoing consulting and recommendations for recruitment.  They are also happy to talk to us about any specific concerns or questions (e.g. email deliverability).

I’ll set up a meeting for [INSERT DATE] to discuss further.  Please let us know if you have any specific concerns or questions.

We really appreciate your support on this exciting initiative!

Email to Senior Stakeholders

As you may have heard, we are launching an Insight Community among our current [and prospective] customers.  It is designed to gather insights and engage our customers in a new way.  We’re hoping to launch by [INSERT MONTH], and wanted to give you a heads up that [INSERT INDIVIDUAL OR TEAM] will be reaching out to your team for support.

To give you an idea, here are a few of the items that are critical to our timeline and a successful launch.

* Drafting legal documents (i.e. Privacy Policy, Terms of Use and Contest Rules)
* Planning for the recruitment of our customers to our Insight Community
* Sharing our ideas for the design of the community portal

We really appreciate your and your team’s help on this exciting initiative!

Happy to discuss further if you have any questions.

Announcement to Whole Organization

We have some exciting news to share!

We are launching an Insight Community among our current [and prospective] customers called [INSERT COMMUNITY NAME].  We’re hoping to launch by [INSERT MONTH], and wanted to give you an idea of why we’re building this community and what you can expect.

The purpose of the [INSERT COMMUNITY NAME] Insight Community is to gather insights and engage our customers in a new way as we work together to...

* Strategic objectives of the IC or business goals
* Strategic objectives of the IC or business goals, and
* Strategic objectives of the IC or business goals.

Over time, this Insight Community will provide us with limitless opportunities to talk and engage with our customers to…

* Get quick feedback to support our business decisions
* Explore [INSERT RELEVANT TOPIC]
* Innovate and validate new ideas and concepts
* Learn more about [INSERT RELEVANT TOPIC]
* And much more!

We’re all looking forward to sharing the insights and opportunities that come out of this community with the entire organization. We will let you know when the [INSERT COMMUNITY NAME] is up and running!

Please feel free to reach out to [INSERT NAME OR TEAM] if you have any questions or ideas.