Workshop

Internal Communications Healthcare Playbook



But first! Here's how to make this playbook your own 👇

You'll want your own version of this playbook (and all the templates!) so you can tweak it, tailor it, and start using it right away. Here's how to grab a copy from Google Docs:

1. **Open the link** to the guide (it's view-only to avoid changes to the OG template).
2. In the top menu bar, click **File** > **Make a copy**.
3. Choose where to save it in your Drive and rename it however you'd like!

Want a PDF or Word doc instead? Just go to **File** > **Download**, then pick your format:

- 📄 PDF (.pdf)
- 📝 Word (.docx)

Pro tip: If you're sharing this with your team, send around the link to your copy so everyone's on the same page (literally).

So glad you’re here!

As internal communicators in healthcare, we know a clear, documented strategy isn't just nice to have — it's what keeps your people informed, connected, and supported through some of the most demanding work environments out there.

But we don't always treat it that way.

According to our 2026 Internal Communication Trends Report, many internal comms professionals in healthcare still don't have a documented strategy at all. Not because they don't care, but because the work is constant. And it's reactive.

Urgent requests take over. A policy change needs to go out today. A compliance deadline landed in your inbox. And suddenly, you're making decisions on the fly without the time or space to zoom out and lead with intention.

Even when there is a strategy, it often gets sidelined: overwritten by a request for "just one quick email" or "a quick newsletter" that doesn't fit into any larger plan.

If you're supporting a clinical workforce of 250+, the complexity only grows. You're managing multiple channels for audiences who work in 12-hour shifts, rarely sit at a desk, and are too busy saving lives to dig through their inboxes. You're navigating competing needs across departments, units, and leadership teams. And somewhere in the chaos, it's easy to lose sight of who your work is actually for: your employees.

You're not alone! We've heard this from so many healthcare comms professionals:

- The strategy wasn't detailed enough to guide day-to-day decisions
- Clinical staff weren't seeing messages because the channels weren't built for their schedules
- The plan is solid, but it's buried in a Drive folder no one's opened in months
- Every department is running its own version of internal comms
- Or, let's be honest — no one ever had time to build a strategy to begin with

And when there's no clear strategy in place, it becomes harder to lead, earn trust, and get the seat at the table we're all aiming for.

But it can change. With the right internal comms lead, a clear plan, and consistent reinforcement, things get easier — and your people actually feel it.

Here's where to start.

Every time a new idea, campaign, or program comes your way, ask:

- What is the goal we're trying to achieve?
- What's the right strategy to support that goal?
- Who is the audience?
- What do they need to hear right now?
- Does this connect to a larger theme or priority?
- How will we measure success?

The more we lead with strategy, the more credibility we build. Not just for ourselves, but for the function as a whole.

Let's stop doing random acts of comms, and start building something intentional!

So, what is an internal communications strategy?

To us, the ultimate goal of the internal communicator is to inspire, inform, and include employees. Simply put, your internal communications strategy is your approach to achieving that goal.

Your strategy is essentially the roadmap of how that all gets done, and it's a huge exercise in intentionality. It's a rare opportunity for you to zoom out, collect all the qualitative and quantitative data you can, and put something together that has a bigger impact than the sum of its parts.

Here's what we recommend including in a cohesive internal communications strategy:

1. Historical data & benchmarks
2. Internal communications audit and/or survey results
3. "Market research" from your listening tours
4. Company goals
5. Company values
6. The purpose of internal communications at your company
7. Department goals
8. Internal communication goals (ideally these roll up to company goals)
9. Target audiences (segmentation and need)
10. Key messages
11. Internal communication channels
12. Specific programs that need comms support
13. Internal communication campaigns
14. Annual calendar

15. Org charts
16. Technology (software)
17. Budget allocation
18. Metrics/KPIs

Here's an internal communications strategy outline and framework you can use (including examples of what to include, and some tips and tricks):

Strategic element	**Examples**	**Tips & tricks**
Historical data & benchmarks	Employee engagement survey results, eNPS, open rates,	Start with what you already know. Past results can give you a great head start and help you track progress over time.
Internal communications feedback & results	Internal communications audit, comms survey, employee preferences, misc. employee feedback	A simple pulse survey goes a long way. Make it quick, and use the insights to prioritize what needs attention.
"Market research" from your listening tours	Feedback from skip-levels, 1:1s, manager meetings, informal chats	Ask open-ended questions. "What's confusing right now?" or "What's missing?" can unlock surprising insights.
Company goals	Increase retention, drive revenue, improve onboarding, support culture change	Tie your efforts to business priorities. The more aligned you are, the easier it is to prove your impact.
Company values	"Look on the bright side," "Take action," "Communicate with intent"	Weave your values into everyday messages. Don't just list them—bring them to life with real stories.
The purpose of internal communications at your company	"To keep frontline employees connected, aligned, and informed"	Write a clear purpose statement. It'll help you stay focused (and make it easier to get buy-in from

		leadership).
Department goals	Revenue, leads, applications, hitting deadlines, etc.	This is often skipped, but these goals are often something you can make a huge contribution to (and often, they ladder up to company goals).
Internal communication goals (ideally these roll up to company goals)	“Improve manager communications,” “Drive awareness for benefits changes,” “Increase survey response rates”	Make them specific and trackable. Even better if they align well to company goals.
Target audiences (segmentation and need)	Frontline teams, people managers, new hires, remote employees	Different roles = different needs. Map out your key groups so you can reach them in the ways that work best.
Key messages	“Here’s what’s changing,” “We’re listening,” “You belong here”	These are generic, but make your messages clear, human, repeatable, and on brand. When in doubt, simplify!
Internal communication channels	Email, Slack, intranet, SMS, all-hands meetings, digital signage	Meet people where they are. Use a mix of channels and don’t be afraid to experiment with new ones.
Specific programs that need comms support	Launching a new tool, benefits enrollment, DEI initiatives, culture campaigns	Bring comms in early—ideally when the program is being planned, not just at the rollout.
Internal communication campaigns	Onboarding, monthly newsletter, letter from the CEO, all-hands, etc.	Campaigns work better than one-off messages. Give them a name, a theme, and a bit of personality.
Annual calendar	Monthly all-hands, quarterly newsletters, recognition weeks	Build a shared comms

		calendar that gives you (and your stakeholders) visibility across the year.
Org charts	Department breakdowns, team structures, leadership snapshots	Make org charts easy to find and update—especially when people are joining or shifting roles.
Technology (software)	Workshop (for email and SMS), Slack, Sharepoint, Asana, Zoom	Use tools that make comms easier, not harder. Bonus points for anything that helps you personalize and track performance.
Budget allocation	Design resources, software, swag, internal events, recognition gifts	A little budget goes a long way. Track how comms supports engagement or adoption to advocate for more.
Metrics/KPIs	Open/click rates, engagement trends, message recall, etc.	Don't just share numbers—tell the story behind them. What worked? What didn't? What's next?

Now that we've documented our overarching strategy, let's zoom in on how it connects to our day-to-day work.

Think of your communication plan as the bridge between your goals and your campaigns — it's where strategy turns into action. Each plan should clearly support a specific goal, and in turn, shape the campaigns and channels you choose.

Here's a simple way to visualize the flow:

- Company goals

- Department goals
- Communication goals
- Campaigns
- Channels
- Tactics

This can seem like a lot, but again, take it as a huge opportunity. Too often, communications are focused exclusively on channels and specific tactics (i.e., a new intranet or a monthly newsletter). They start the planning with the channel or tactic and retrofit the messaging, goals, and key metrics.

Let’s run through a few examples of a communications plan:

1.
Company goal: Reduce nurse turnover by 15%
Department goal: Build a recognition culture on every unit
Communication goal: Make staff feel seen, valued, and connected to something bigger
Campaign: "Why We Stay" — a story series celebrating nurses' reasons for choosing this work
Channels: Email, digital signage in break rooms and nursing stations, SMS for off-shift staff

Tactics:

- Weekly email featuring one nurse's story, told in their own words
- Pull quote cards displayed on unit bulletin boards
- End-of-week SMS to all clinical staff: a single line of gratitude from leadership

2.
Company goal: Achieve Joint Commission accreditation
Department goal: Drive compliance awareness across all units before the survey window
Communication goal: Make sure every staff member knows what's changing, why it matters, and what to do
Campaign: "Ready Together" — a phased compliance awareness campaign
Channels: Email, SMS, QR codes posted at nursing stations

Tactics:

- Bi-weekly email with one key protocol update per send — no walls of text
- QR codes at nursing stations and break rooms linking to a Workshop Page with the full protocol library, FAQs, and a "what's new" summary updated in real time
- SMS reminder the week before the survey: "Here's what to know. Here's where to go."

3.
Company goal: Increase benefits participation and reduce coverage gaps
Department goal: Reach shift workers who miss all-hands meetings and town halls
Communication goal: Make open enrollment feel approachable, not overwhelming
Campaign: "Your Benefits, Your Way" — a timed, multi-channel enrollment series
Channels: Email, SMS, break room signage

Tactics:

- Email series: three sends over two weeks — what's new, what to do, and a deadline reminder
- SMS nudges for clinical staff, timed to common shift-change windows
- Printed QR codes in break rooms and locker areas linking to a Workshop Page with a plain-language benefits summary, a deadline countdown, and a link to enroll

These can form the basis for all of your initiatives and are majorly helpful for making the internal communications team feel connected to the company.

Audience segmentation

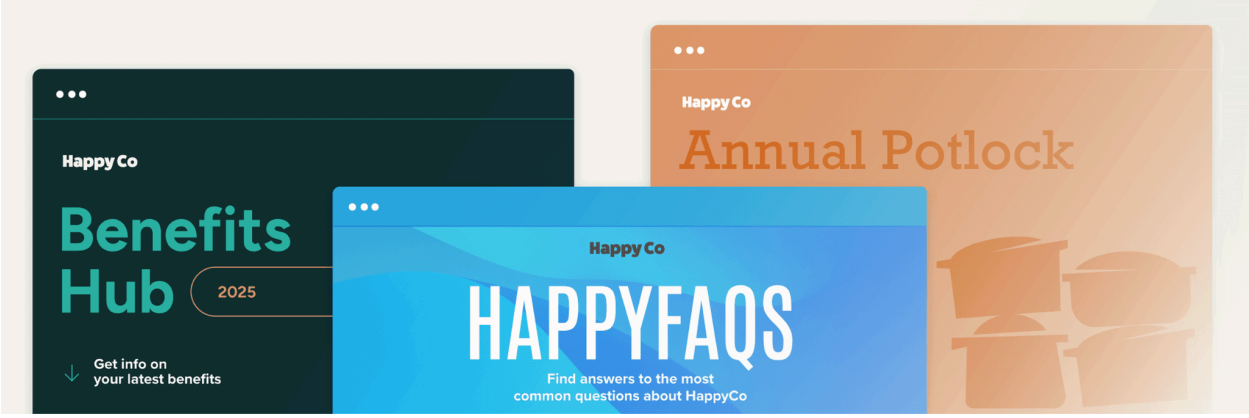
Healthcare organizations have some of the most complex audience landscapes in any industry — and a one-size-fits-all approach will miss most of them.

When mapping your audiences, think beyond department. In a clinical environment, the most important segmentation variables are often: shift (day, night, weekend), care setting (ICU, ED, outpatient, clinic, long-term care), role type (licensed vs. non-licensed, clinical vs. administrative), and union vs. non-union status. Each of these groups has different information needs, different levels of inbox access, and very different relationships with the channels you're using.

One thing worth naming directly: email-only strategies miss a significant portion of your workforce. Bedside nurses, CNAs, and other clinical staff are rarely at a computer during their shift. For these audiences, SMS and physical signage (paired with QR codes that link to a Page) are often your most reliable path to actually reaching people.

Give every message a place to land with Pages
Pages turn a quick link into a full-blown, on-brand experience — perfect for moments when an email blurb isn't enough and an intranet post will miss the mark. Here are some of our customers'

favorite ways to put Pages to work: Company events & town-halls, Benefits & HR resource hubs, Training & onboarding guides, Change communications, Internal FAQs, and Long-form memos or updates.



Channel strategy

One note specifically for healthcare communicators: don't underestimate your physical channels.

Break room bulletin boards, badge buddies, huddle boards, and posters in high-traffic hallways are often the only communications your clinical staff will actually see during a shift. The key is making them interactive — not just informational. Pair any physical materials with a QR code that links to a Workshop Page so staff can get more detail, submit a response, or take action without needing to be at a desk. A poster that says "Scan to see the Nurses Week recognition wall" will get more engagement than an email that goes unread until 11pm.

Programs list

Healthcare communicators have a few programs that show up on every calendar, every year... and they deserve their own place in your strategy:

- **Nurses Week and allied health celebrations** — One of the highest-impact recognition moments of the year. Worth treating as a full campaign, not a one-off email.
- **Annual compliance and safety training** — High stakes, hard to reach, and easy to get wrong. A campaign approach beats a blast every time.

- **Patient satisfaction score communications** — Sharing HCAHPS or Press Ganey results with frontline staff in a way that feels motivating, not punitive, is a real communication challenge worth planning for.
- **Magnet recognition and re-designation campaigns** — If your organization is pursuing or renewing Magnet status, internal comms plays a bigger role than most people realize.
- **Charge nurse and unit lead communication programs** — Your charge nurses are your most reliable messengers to bedside staff. Building a communication program that equips and supports them is often more effective than going directly to the frontline.
- **Workforce wellness and mental health campaigns** — Healthcare workers face burnout at rates that require more than a single email during Mental Health Awareness Month.

Internal communication campaigns

If you want to get away from “random acts of comms,” you’re going to want to invest your time and energy into campaigns. While there are a lot of instances where you might just need a plan or a simple one-off activity, a lot of your most successful initiatives will be run as campaigns.

An internal communication campaign is a strategic series of messages sent to employees to support a shared goal — whether that’s getting people excited about a new initiative, enrolled in benefits, or just in the loop with leadership. Think: intentional, sequenced, and goal-driven. Not one-off blasts into the void. :)

What about integrated campaigns?

Great question! In so many cases, internal comms don't exist in a vacuum. In fact, when it’s working well, it’s an element of almost every major initiative within the organization. (Quick tip: make sure “internal communications” is a part of every project brief or checklist across the org!)

This doesn’t mean YOU are responsible for internal communications for every little thing, but it does acknowledge the role that communication plays in every department and major project. In many cases, you can even offer to consult on specific work rather than doing it yourself!

Here’s a filled-out example of our internal communications campaign template (you can find a blank one in the workbook at the back of this guide!)

Campaign name	Company Voices
Campaign type	Ongoing / One-off hybrid

Company goal	Build a more inclusive, values-driven culture
Department goal	Increase visibility and engagement with DEI efforts
Communication goal	Highlight diverse employee perspectives and stories across the org
Audience	All employees (with opt-in features for deeper content)
Key message	“Every voice matters—and we’re building a culture where every story is seen and heard.”
Supporting messages	1. Our people shape our culture. 2. Inclusion starts with awareness. 3. Listening builds empathy and belonging.
Call to action	Read the story. Reflect. Share your own. Join the conversation on Slack.
Metrics of success	Open rate > 60%, click-throughs to full story > 40%, employee submissions for future stories, increased DEI event attendance
Campaign duration	6 weeks (1 story per week), with plans to extend based on interest
Channel	Email, Slack, intranet, digital signage (if in-office)
Tactics	- Weekly emails with a teaser and link to the full story - Slack discussion threads - Cross-promotion in monthly newsletter - Quote posters (digital and physical) - Mini “story behind the story” videos
Timeline	Week 1: Launch teaser + first story Weeks 2–6: New story each week Week 7: Recap + feedback survey
Budget	~$1,000 for content editing/design, optional video production, and internal print assets

Measuring your internal campaigns

You've launched a campaign. The messages are out in the world. But what's *actually* landing?

This is where Workshop helps internal comms teams turn instincts into insight. Whether you're sharing a benefits update or running a leadership series, Campaigns (one of our many features!) helps you organize your internal communications by topic and pull together all the results in one place.

What to track (and how to use it):

- **Open rates:** Start by looking at who's opening your messages and who isn't. Use segmentation (by department, role, location) to spot patterns and surface gaps in awareness. If engagement is low in one area, follow up with a different format or channel.

- **Click-throughs:** Don't just send links — track them. Are your employees actually clicking into policy updates, signing up for events, or exploring culture content? Use this data to refine your CTAs and rethink content placement if clicks are low.

- **Monitor delivery and engagement health:** Check that your messages are being delivered. Watch for bounces or unsubscribes, and keep an eye on list health. Workshop automatically filters out out-of-office replies, so you're always working with clean, accurate data.

- **Compare channels:** If your campaign includes both email and SMS, track performance side by side. See which channel is getting better open or response rates and adjust based on what's working best for your specific audience.

- **Run campaign comparisons:** Don't just look at one campaign in isolation. Track engagement over time and compare across different types — newsletters vs. onboarding, product updates vs. leadership comms, for example. Then, use what performs well to inform your next campaign.

- **Zoom in on message-level metrics:** Dig into the details. Which subject lines are performing best? Are click-throughs happening right away, or dropping off? Look at how individual messages perform over time, and use that insight to tweak your timing, tone, or format.

Campaign metrics snapshot

A quick note for healthcare communicators: traditional open rate benchmarks can be misleading in clinical environments. Many frontline staff open emails on personal devices, share a work terminal at the nurses' station, or read messages at the end of a long shift — which means your "low open rate" may not mean what you think it does.

Use this table to review and reflect after each campaign. It can help you track performance over time — and spot what’s working faster.

Campaign Name	Goal of Campaign	Primary Channel(s)	Key Metric(s)	Target Outcome	Actual Result	Notes/Learnings

We've created several resources and gathered some practical tips you'll need to document your internal communications strategy. We'll link them directly here, but you can also find blank versions of many of these templates in the back of this workbook!

1. Historical data & benchmarks

Establish your baseline using open rates, click-throughs, and engagement metrics. If you're missing your own benchmarks, you can use the general ones from our Internal Communication Benchmarks Report!

2. Audit & survey insights

Capture the current state through surveys and channel audits.

📎 Our guide to running an internal communications audit (+ template)
📎 Internal Comms Survey Template

3. Market research from listening tours

Add qualitative insights from 1:1s, shadowing, and informal interviews.

4. Company goals

Anchor your comms strategy decisions to broader business priorities. (We love the OKR framework!)

5. Company values

Make sure your messaging reinforces and reflects company values.

6. The purpose of internal comms at your company

Write your team's mission statement and define your role internally.

📎 Internal Comms Trends Report
📎Team Charter Template

7. Department goals and challenges

Sync with leaders to support departmental success.

📎 Top internal communications challenges in healthcare (and how to solve them!)

8. Internal communication goals

Set measurable goals that align with the above.

📎 Internal Communications Goals & Examples Template

9. Audience segmentation

Create personas and channel preferences by group.

📎 How Hospitals can engage frontline workers
📎 Employee persona template
📎 Reaching and engaging frontline employees

10. Key messages

Identify messages by goal, audience, and tone.

11. Channel strategy

Match message to method — email, Slack, intranet, video, etc.

📎 Internal Communication Channel Matrix (+ Free Template)

12. Programs that need comms support

Prioritize initiatives like onboarding, DEI, or performance cycles.

📎 The Ultimate New Hire Onboarding Checklist
📎 Weekly CEO Update Email Template
📎 Open enrollment tips & tricks
📎 How to get more responses to your employee engagement survey
📎 The secret sauce of event communications

13. Internal comms campaigns

Outline core campaigns by quarter.

📎 Internal Communications Campaign Examples
📎 Internal Communications Plan Template

14. Annual calendar

Plan monthly themes, events, and reviews.

📎 Internal Comms Editorial Calendar

15. Org chart

Understand key roles, approval paths, and influencers.

📎Stakeholder Mapping Template

16. Technology

Inventory and assess tools for reach and measurement.

📎 The only 4 internal communications tools you need
📎 The best internal communications software: 25 top tools to explore

17. Budget

Justify your budget with business cases and outcomes.

📎 How to get a bigger budget for comms
📎 Budget Proposal Template

18. Metrics & KPIs

Define your scoreboard and reporting rhythm.

📎 Internal Comms Metrics Dashboard Template
📎 Monthly Internal Comms Report Template

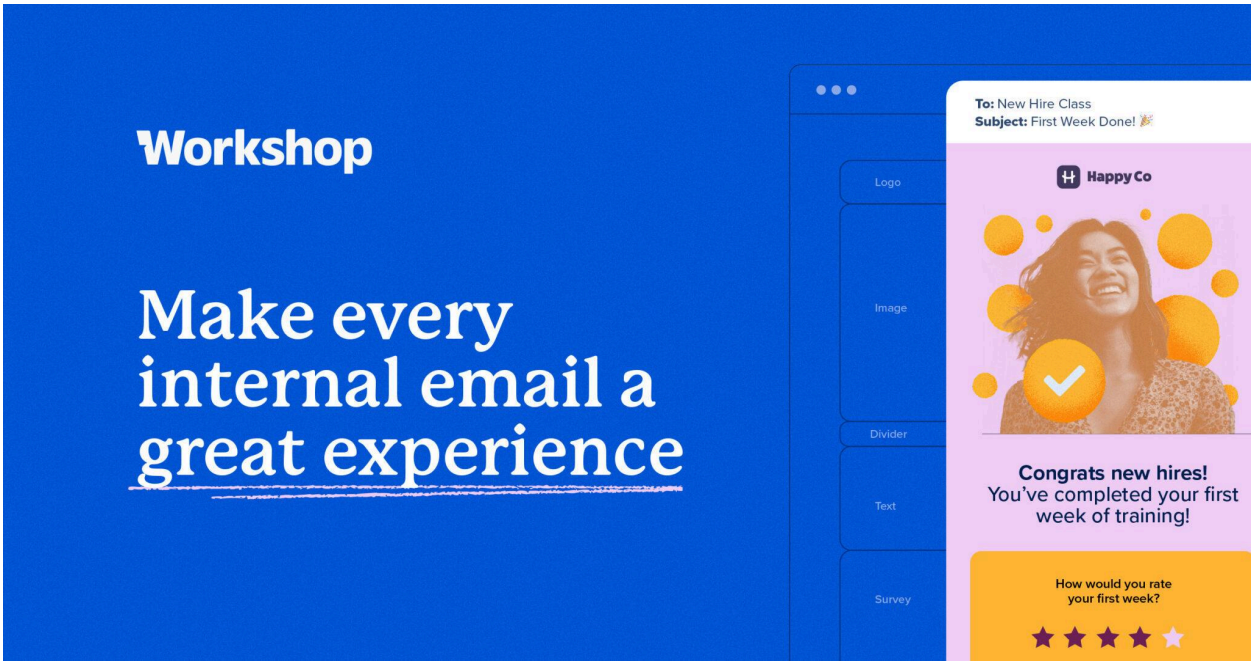
You’ve made it to the end!

If you work in healthcare internal communications, you already know: this is not a desk job with a predictable inbox and a 9-to-5 audience. You're communicating through shift changes and short-staffed units, across licensing categories and union agreements, to people who are exhausted and doing some of the most meaningful work in the world.

You now have the framework to build something that actually works for your people — not just the ones with a laptop and a quiet office, but the ones on night shift, the ones in the ED, the ones who scan a QR code in the break room at 6am because that's the only moment they had.

Keep listening. Keep adapting. And don't be afraid to advocate loudly for the resources and strategy your workforce deserves.

To share how you’re using this or get extra support — we’d love for you to join CommsChat, our LinkedIn community of 1,000+ internal comms pros sharing ideas, solutions, and support.



Our internal communications healthcare playbook gives you a clear, practical framework to align your messaging, channels, and goals. But you don’t have to go at it alone — we’re here to help!

Workshop was designed for internal comms teams! With simple tools to plan, send, and measure messages that actually reach employees. If you’re ready to bring your strategy to life in a more intentional (and less time-consuming!) way, we’d love to show you how Workshop can help.

Here are all of the blank versions of the templates mentioned in this guide. You can work through each of these and you'll have made HUGE strides towards your documented comms strategy!

Internal communications audit self-assessment

QUESTION	Score from 1-5
We have a reliable way to reach clinical staff who are not regularly at a computer or near their email during a shift.	
Our communications are timed to account for shift workers, night staff, and employees with non-traditional schedules.	
We use physical channels (break room signage, bulletin boards, badge buddies) alongside digital ones to reach frontline staff.	
Our channel strategy reflects the reality that a significant portion of our workforce is deskless.	
We have a process for communicating urgent or time-sensitive information (policy changes, safety updates) that reaches all staff quickly, regardless of shift.	

Employee persona template



Employee name

Job title

Short bio!

Team:

Experience:

Work Environment:

GOALS

- 1
- 2
- 3

STRUGGLES

- 1
- 2
- 3

WHAT'S IMPORTANT TO THEM?

- 1
- 2
- 3

PERSONALITY/KEY QUALITIES

- 1
- 2
- 3

PREFERRED TOOLS & CHANNELS

- 1
- 2
- 3

Internal communications survey template

Overall Communication Satisfaction

How happy are you with the overall internal communication you currently receive?
Rate each on a scale from 1 (Very unsatisfied) to 5 (Very satisfied):

- Amount of information
- Frequency of delivery
- Accuracy of content
- Relevance of material
- Style of presentation

Satisfaction with Communication Channels

Please rate your level of satisfaction with our existing internal communication channels:
(1 = Very unsatisfied, 5 = Very satisfied)

- Email
- Slack
- Company newsletter
- Intranet
- Text messages
- Company all-hands meetings
- Department-level meetings
- One-on-one meetings with my manager

Are there other channels being used for internal communications that we're missing here?
Free response

Satisfaction with Communication by Role

Please rate your level of satisfaction with the communication from the following departments/teams/individuals:

(1 = Very unsatisfied, 5 = Very satisfied)

- CEO
- Senior leadership
- My department head
- My manager
- My teammates

- Sales
- Marketing
- HR
- Product
- Engineering
- Finance
- Operations

Communication Effectiveness Statements

Answer the following using a scale of 1–5 (1 = Strongly disagree, 5 = Strongly agree):

- I can easily find the information I'm looking for.
- I know where to find the contact information for anyone in the company.
- I feel connected to the company's mission and purpose.
- I know how the company is progressing toward its goals for the year.
- There are communication silos between departments.
- Remote team members feel connected to what's happening inside the company.
- New employees have easy access to common requests (like time off or the company logo).
- I am overwhelmed by the amount of internal communication I receive.
- If I went on vacation for two weeks, I could quickly catch up on what I missed.
- If the information is urgent, a text or phone call is the best way to get a hold of me.
- If I need to share important information with the company, I know where to go.
- I would like to play a more active role in the company's internal communications.
- I enjoy reading the company's internal communications.

Open-Ended Feedback

Free response questions:

- What information do you wish you had more of?
- What information do you wish you had less of?
- What is a recent example where internal communications worked really well?
- What is a recent example where internal communications failed?
- What other suggestions do you have about improving our communication strategy going forward?

Internal communications campaign template

Campaign name	
Campaign type	
Company goal	
Department goal	
Communication goal	
Audience	
Key message	
Supporting messages	
Call to action	
Metrics of success	
Campaign duration	
Channel	
Tactics	
Timeline	
Budget	

Team charter template

Team purpose & mission	Define why the team exists and state its core mission.
Team goals & objectives	List specific, measurable, achievable, relevant, and time-bound (SMART) goals.
Team core values	Value 1: Value 2: Value 3: Value 4: Value 5:
Team members & roles	Team Member: Role: Scope + Key Responsibilities: Team Member: Role: Scope + Key Responsibilities: Team Member: Role: Scope + Key Responsibilities:
Key stakeholders	Identify key stakeholders the team interacts with or depends on.
Communication & work plan	Describe how team members will communicate, including meetings, tools, reporting structures, and processes.
Group norms	Outline team agreements on behavior, collaboration, and decision-making.
Strengths & skills	List out top strengths and skills the team brings.
Weaknesses & opportunities	List potential risks, gaps, or areas for improvement.
Resources & support	Identify additional resources or support (tools, people, budget, training) needed for the team to succeed.

Budget proposal template

EXECUTIVE OVERVIEW

CURRENT CHALLENGES

PROPOSED SOLUTION

METRICS FOR SUCCESS

Explain how you'll measure the ROI for this investment.

We'll be able to provide metrics for each and every internal communications campaign, and demonstrate our improvement of those metrics over time. In addition to that, we'll be able to send out a larger volume of more targeted communications that meet our employees where they're at.

IMPLEMENTATION OVERVIEW

Outline the steps for implementation and who will be involved in the process.

Implementing Workshop is very simple; it integrates with Gusto and pulls in our employee contact information, so we always have the correct, up-to-date distribution lists by department, role, and location. It also integrates with Slack and our intranet, Sharepoint, so we can cross-post to those channels, as well.

We may need a small amount of IT time to set up and will need the marketing team to share access to all pre-approved assets.

We have already done a short trial of the platform and have found it very easy to use, so little-to-no training is required.

COST + RESOURCES REQUIRED

Include a breakdown of total costs including one-time fees & recurring subscription fees.

Workshop will cost $XXXX/month and has no additional fees outside of that price. We have also locked in that price until we reach YYY employees, at which point it will go up another $ZZZ/month.

We get a 10% discount on an annual plan, so our proposal requires **$ABCD for the year.**

TIMEFRAME

Outline key dates for when you'll deliver this solution.

Because we'd like to remove these burdens from the marketing/IT team's plate and produce next month's newsletter with Workshop, we'd like to sign the contract within the next (7) business days.

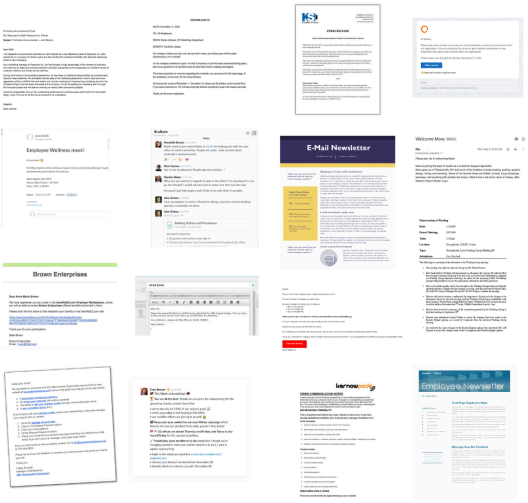
From there, we will need another (5) business days for setting up the integrations.

By the end of the month, we should have at least 3 different internal campaigns set up and be ready to send the October newsletter!

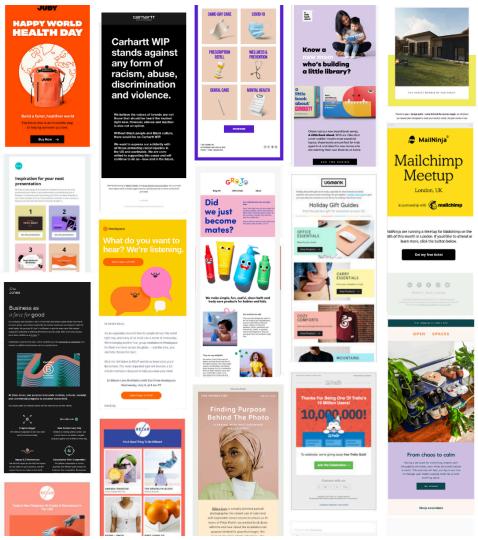
BACKGROUND/SUPPORTING MATERIALS

Add graphics, links, PDFs, etc. to help stakeholders and key decision-makers if needed.

Here's an example of what our communication looks like today, unless we enlist marketing's help:



Here's an example of what it could look like tomorrow, with [Workshop]:



Monthly internal comms report template

INTERNAL COMMS REPORT | MM/YYYY

⚽ **Overall performance update**
Share some quick details about how the team is performing on its current goals and any notable summary of the month's performance.

🏀 **The slam dunks**
Our best-performing email was
Our best-performing intranet post was
Our best-performing Slack message was

🥇 **The gold medal**
Share a qualitative story about something that worked really well in internal comms this month.

"It's also really great to include an employee testimonial, if you can!" said the CEO.

💯 **Scoreboard/KPIs**

KPI	Target	Actual
Internal emails sent		
Internal email open rate		
Internal email click rate		
Weekly active messages in Slack		
# of times employees logged into the intranet		
Here are some other ideas for KPIs		

👟 **Areas to improve**
Share details of something that the team is working on/a metric to focus on for the next month.