



Rate Increase Communication Plan

Communication Strategy	Audience	Date completed
Prepare/write letter for each audience, communication explaining the reasoning of rate changes and when it will take effect.	<ul style="list-style-type: none"> • Programs • Community partners (CCR&R, Intake, INAEYC, ELI Call Center, Licensing Consultants) • Families 	6/15/2019
Completed letter will be emailed, mailed and posted to OECOSL, CCR&R, and Brighter Futures websites	<ul style="list-style-type: none"> • Programs • Community Partners • Families 	7/1/2019
Advertise Facebook Live opportunity for Stakeholders	<ul style="list-style-type: none"> • Programs • Families 	Two weeks before event
Facebook Live Event– (Post information on Brighter Futures and CCR&R website) opportunity to communicate changes and receive feedback or questions from the field	<ul style="list-style-type: none"> • Families • Programs 	End of July – Early August 2019
Email Blast reminder	<ul style="list-style-type: none"> • Programs 	8/19/2019
Brighter Futures website reminder update	<ul style="list-style-type: none"> • Families 	8/19/2019
Rate change goes into effect	<ul style="list-style-type: none"> • Families • Programs • Community Partners 	9/2/19-9/27/19

4/30/2019



