The DPGA is dedicated to operating in a transparent and participatory manner that mirrors our commitment to open source. (Why)

What is happening?

* **App:** Easier to interact with DPGA application process and the review process is simpler to understand (interactive, more touch points), features thought by the community, Secure
* **Process:** Transparent and reliable way to deploy the process, responsive and adaptive to the needs of the applicant, tool to consolidate the review process
* **Community building** - creation type of content, Mentorship/ knowledge sharing

What are the implications? Easier for products to become DPG to interact with the DPGA, easier for other organisations to take data from our public API, more representations for DPGs   
  
[Blog draft](https://docs.google.com/document/d/1TF3TfwuoFpFhNYI4k8JaQYIe6rBv-P6p4KF15JkR6iM/edit) announcement (will be used for newsletter as well)

| Audience | Key messages | Channel and timeline | Call to action |
| --- | --- | --- | --- |
| 70 products up for renewal review | “You are hearing it first.”  Only for product owners > you are only getting it because of that. Your application is up for renewal review and this might be the best time to also try out our new webapp.”  Video tour of how to use the webapp  [Ricardo Torres](mailto:ricardo@digitalpublicgoods.net) | Week 1 after launch (beta test)  [community@digitalpublicgoods.net](mailto:support@digitalpublicgoods.net)  By Ricardo  9 November | Renewal review |
| External stakeholders/ non members/ potential members | [Jameson Voisin](mailto:jameson@digitalpublicgoods.net) | Week 2  14 November  (newsletter + blog post + social) | If you know potential DPGs - ask them to apply |
| Product Owners | Account > refresher review > why is it good for them > what do they need to do?  “You are hearing it first.”  Only for product owners > you are only getting it because of that. Be the first to participate and if you have any feedback about this new process, please write to us.”  [Ricardo Torres](mailto:ricardo@digitalpublicgoods.net) | Week 3 after launch (alpha)  [community@digitalpublicgoods.net](mailto:support@digitalpublicgoods.net)  By Ricardo  23 November | Claim your account |
| Members/ internal stakeholders | Demo in the ‘all hands’ meeting   1. Reviewer 2. Expert 3. Publicly available link 4. Easier for applicant 5. Community led and roadmap leads to community   Sharing insights from dashboard (time taken, numbers, aggregate level insights) in All hands every 2 months  Linkedin post  [Prajakta Kuwalekar](mailto:prajakta@digitalpublicgoods.net) | Week 4  (Next all hands) |  |

**To DIAL**  
  
 Subject: Scheduled updates to DPGA APIs Hello,  
  
 We are updating our APIs that DIAL currently use to pull DPG data from our database.  
  
 We are launching upgrades to the DPG registry, the application experience & review processes that allow us to add more DPG at an even faster pace.  
  
 In line with these upgrades, the API schema will be updated (scheduled for tomorrow 8th November 2022 at 12PM IST). However, the end point will remain same as [api.digitalpublicgoods.net](http://api.digitalpublicgoods.net).  
  
 Our technical team will be happy to guide you through the changes and help you make any relevant updates on your end. Please reach out to Nathan Baleeta at <email> for further information and support.  
  
 We look forward to your support and collaboration to promote digital public goods to create a more equitable world.  
  
 Prajakta Kuwalekar Product Manager, DPGA

### M1 Approved -> Sent ✅

**Send to**: Current DPG product owners up for renewal review. These are the 79 DPGs whose expiry date we’ve manually set as 25 Dec 2022. Ref [DPG Import Status](https://docs.google.com/spreadsheets/d/1z5CTwAsfw-kzQ2Z2RdLOggLep98pSlWdGzkRby5qmpM/edit#gid=0)

**Summary**: Tell about the webapp +how to access their account + detailed instructions on how to renew

**Send on/by**: Wed Nov. 9th

**Send from:** support@digitalpublicgoods.net

**Subject**: [Action required] Access the new DPGA web app for the annual renewal of {DPG} DPG status!

Dear {Contact},  
  
As a DPG product owner, we are for you to be the first to know about new improvements the DPGA has made for submitting and renewing DPGs through our brand-new web app. Check it out now at <https://app.digitalpublicgoods.net>.   
  
We are particularly excited about these improvements as they will help provide an easier, more transparent and more reliable interaction with the DPGA and product owners throughout the DPG review process. It also provides the DPGA a better opportunity to connect with the DPG community and share knowledge and insights on DPGs with you.

This is particularly important for you as we want to ensure your solution retains it’s DPG status! You may remember, to ensure adherence with the [DPG Standard,](https://github.com/DPGAlliance/DPG-Standard), once a year all DPGs are required to have their solution re-reviewed. You are receiving this email because your DPG status is expiring soon. To ensure the status is not lost and that your work remains listed on the DPG Registry, please create a renewal application via the [new web app](https://app.digitalpublicgoods.net).

**Instructions on how to access your DPGA account and renew of your solution’s DPG status:**

1. We already made an account for you. To access your account, please [set a new password](https://app.digitalpublicgoods.net/reset) using this email ID (the email ID you are receiving this email on).
2. Use the new password you have set to [login to your DPGA account](https://app.digitalpublicgoods.net/login)
3. Once logged in, you will see your application, its current status and date of expiry. Click on the “Create Renewal Application” button next to the application that is expiring soon.

Note:

* When you create a renewal application, a new application with a fresh application ID will be automatically created and pre-filled with previous answers for you to review, update & submit.
* You will be able to create your renewal applications 45 days prior to the date of expiry, not before. If you see the button in an inactive state, please wait until 45 days or less are remaining.
* Please do not create an application from scratch to apply for renewal of an existing DPG.

We are here for you should you need any help with accessing your account or applying for the renewal application. Please feel free to reach out to me at [ricardo@digitalpublicgoods.net](mailto:ricardo@digitalpublicgoods.net) for any questions or feedback on this new process.

Ricardo Miron  
DPGA Technical Coordinator and Community Manager

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### M2 Approved -> Sent ✅

**Send to**: Rest of the DPG product owners who are NOT up from renewal immediately. Remaining 63 DPGs [DPG Import Status](https://docs.google.com/spreadsheets/d/1z5CTwAsfw-kzQ2Z2RdLOggLep98pSlWdGzkRby5qmpM/edit#gid=0)

**Summary**: Tell about the webapp + how to access their account + 1 line about renewal (they’ll get instructions in the R11 system-generated email)

**Send on/by**: Wed-Thu-Fri TBD

**Send from:** support@digitalpublicgoods.net

**Subject**: [Action required] Access the new DPGA web app

Hello,  
  
As a DPG product owner, we are for you to be the first to know about new improvements the DPGA has made for submitting and renewing DPGs through our brand-new web app. Check it out now at <https://app.digitalpublicgoods.net>.   
  
We are particularly excited about these improvements as they will help provide an easier, more transparent and more reliable interaction with the DPGA and product owners throughout the DPG review process. It also provides the DPGA a better opportunity to connect with the DPG community and share knowledge and insights on DPGs with you.

**How to access your DPGA account**

1. We already made an account for you. To access your account, please [set a new password](https://app.digitalpublicgoods.net/reset) using this email ID (the email ID you are receiving this email on).
2. Use the new password you have set to [login to your DPGA account](https://app.digitalpublicgoods.net/login)
3. Once logged in, you will see your application, its current status and date of expiry.

You may remember, to ensure adherence with the [DPG Standard,](https://github.com/DPGAlliance/DPG-Standard) As you know, once a year all DPGs are required to have their solution re-reviewed. We will send you a reminder to apply for the renewal of your DPG status 45 days before expiry

We are here for you should you need any help with accessing your account. Please reach out to me at [ricardo@digitalpublicgoods.net](mailto:ricardo@digitalpublicgoods.net).

Ricardo Miron  
DPGA Technical Coordinator and Community Manager

**M3 Under review**

**Sent to**: A new DPG Product owner who has been added via GitHub review.

**Summary**: Congratulate them + tell about the web app + how to access their account + 1 line about renewal

**Send on/by**: As and when new DPG is added via GitHub

**Send from:** support@digitalpublicgoods.net

**Subject**: Your DPG application for <Solution Name> has been approved as a DPG! + Access the new web app

Hi <Name>,

Congratulations, <Solution Name> has been approved as a digital public good (DPG)!

We are excited to share that it is now listed on the [DPG Registry](https://digitalpublicgoods.net/registry/) in addition to a growing network of catalogs and aggregated lists of digital public goods.

Some housekeeping: The DPG status will be valid for one year. We will send you a reminder to refresh your status. This is to ensure that your solution continues to be in compliance with the latest [Digital Public Goods Standard](https://digitalpublicgoods.net/standard/).

You can track the current status of all your DPG applications by logging at [app.digitalpublicgoods.net](http://app.digitalpublicgoods.net) using your email. We have already created an account for <applicant email>, please go to [Reset Password](https://app.digitalpublicgoods.net/reset) to create a new password.

For many new DPGs, this is an exciting milestone to share with their community. Linked [here](https://docs.google.com/document/d/1ypYG1EPY7_GXxnFwrhPPlXviKNPWOdJPacE0CaUQx6Q/edit?usp=sharing) is a communications guide that can help you announce your DPG status. Included in this email are Jameson and Sarah from our communications team that would be more than happy to support if you have any questions.

You will also be added to our community of product owners, where you can join our community calls and receive an exclusive newsletter connecting you to valuable resources. Please let us know if other colleagues from your organization/project might be interested in being added to the community channels and activities.

We thank you for your interest in supporting digital public goods and look forward to continuing to watch the impact your project will make.

If you have any questions or need additional support, please reach out to me at [ricardo@digitalpublicgoods.net](mailto:ricardo@digitalpublicgoods.net).

Ricardo Miron  
DPGA Technical Coordinator and Community Manager