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**POPin for Town Halls**

**PRELAUNCH COMMUNICATION**

*1-2 days prior to launch*

Introduce POPin to your participants so they know what POPin is and why they should care. Please feel free to customize the following email communication before sending it out.

|  |
| --- |
| Team,  I want to make our upcoming all-hands is relevant for you and ensure we all walk away aligned to the same message.  To do this, we’re going to use an anonymous crowdsourcing tool called POPin before and after our meeting. Please click the link below to answer the following question:  ***“What questions or topics would you like me to address in our upcoming all-hands meeting?”***  *[sharelink]*  Please keep this in mind as you get started:   * The first, most important step, is to give a thumbs up and/or thumbs down on the current answers. The value of this is to understand what topics all of you want to hear about. * The next step is to add your own questions/topics if they are not already listed. * While the session is running, you can POPin as many times as you want – think of this as an ongoing conversation and keep participating.   After our meeting please participate in the next POPin session. Rate on a scale of 1-5 the effectiveness of the meeting, then follow the same steps listed above. Use that space to post what additional questions you have and how we can improve the next meeting. I will go through and answer as many questions as I can.  Jump right in! Thanks,  [signature]  --  *[et it on Google Play](https://play.google.com/store/apps/details?id=com.popinnow.gandalf&utm_source=global_co&utm_medium=prtnr&utm_content=Mar2515&utm_campaign=PartBadge&pcampaignid=MKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1)Download the POPin app to participate in this question on the go.*  [cid:image002.png@01D1FD25.2690DBE0](https://appsto.re/us/w1iy6.i) |

***Pro Tip:*** Be sure to mention the after-the-meeting POPin prior to the end of the townhall! Encourage an initial burst of participation by verbally inviting participants to jump into the next session when you’ve got less than five minutes left in your meeting.

**REMINDER COMMUNICATION**

Keep the conversation going by encouraging participants to rejoin the conversation.

|  |
| --- |
| Team,  Thanks for the great participation in our after-the-meeting POPin thus far. I’ve gone in and answered several questions in the POPin. Check that out and give me your feedback.  Remember, you’ve only got one more day to participate; this POPin closes [date].  Jump right in! Thanks,  [signature]  --  *[et it on Google Play](https://play.google.com/store/apps/details?id=com.popinnow.gandalf&utm_source=global_co&utm_medium=prtnr&utm_content=Mar2515&utm_campaign=PartBadge&pcampaignid=MKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1)Download the POPin app to participate in this question on the go.*  [cid:image002.png@01D1FD25.2690DBE0](https://appsto.re/us/w1iy6.i) |

***Pro Tip:*** Prior to sending this communication, be sure to participate in the POPin! The purpose of the after-the-meeting is to answer lingering questions your audience had, so you’ll see best results if you engage with their questions. If necessary, leverage the ‘Manage Account Access’ feature to have another trusted member of the team answer questions as you.

**[optional] FOLLOW-UP COMMUNICATION**

If you were unable to engage directly in the POPin, shoot a quick note to the team answering the questions raised.

|  |
| --- |
| Team,  Thanks for the great participation in our after-the-meeting POPin. I’ve provided answers to the top five questions below:          Thanks again, and I look forward to future POPin conversations.  [signature]  --  *[et it on Google Play](https://play.google.com/store/apps/details?id=com.popinnow.gandalf&utm_source=global_co&utm_medium=prtnr&utm_content=Mar2515&utm_campaign=PartBadge&pcampaignid=MKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1)Download the POPin app to participate in this question on the go.*  [cid:image002.png@01D1FD25.2690DBE0](https://appsto.re/us/w1iy6.i) |

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**POPin for Meetings**

**PRELAUNCH COMMUNICATION**

*1-2 days prior to launch*

Introduce POPin to your participants so they know what POPin is and why they should care. Please feel free to customize the following email communication before sending it out.

|  |
| --- |
| Team,  I want to make our upcoming meeting is relevant for you and ensure we all walk away aligned to the same message.  To do this, we’re going to use an anonymous crowdsourcing tool called POPin before and after our meeting. Please click the link below to answer the following question:  ***“What questions or topics would you like me to address in our upcoming all-hands meeting?”***  *[sharelink]*  Please keep this in mind as you get started:   * The first, most important step, is to give a thumbs up and/or thumbs down on the current answers. The value of this is to understand what topics all of you want to hear about. * The next step is to add your own questions/topics if they are not already listed. * While the session is running, you can POPin as many times as you want – think of this as an ongoing conversation and keep participating.   After our meeting please participate in the next POPin session. Rate on a scale of 1-5 the effectiveness of the meeting, then follow the same steps listed above. Use that space to post what additional questions you have and how we can improve the next meeting. I will go through and answer as many questions as I can.  Jump right in! Thanks,  [signature]  --  *[et it on Google Play](https://play.google.com/store/apps/details?id=com.popinnow.gandalf&utm_source=global_co&utm_medium=prtnr&utm_content=Mar2515&utm_campaign=PartBadge&pcampaignid=MKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1)Download the POPin app to participate in this question on the go.*  [cid:image002.png@01D1FD25.2690DBE0](https://appsto.re/us/w1iy6.i) |

***Pro Tip:*** Be sure to mention the after-the-meeting POPin prior to the end of the townhall! Encourage an initial burst of participation by verbally inviting participants to jump into the next session when you’ve got less than five minutes left in your meeting.

**REMINDER COMMUNICATION**

Keep the conversation going by encouraging participants to rejoin the conversation.

|  |
| --- |
| Team,  Thanks for the great participation in our after-the-meeting POPin thus far. I’ve gone in and answered several questions in the POPin. Check that out and give me your feedback.  Remember, you’ve only got one more day to participate; this POPin closes [date].  Jump right in! Thanks,  [signature]  --  *[et it on Google Play](https://play.google.com/store/apps/details?id=com.popinnow.gandalf&utm_source=global_co&utm_medium=prtnr&utm_content=Mar2515&utm_campaign=PartBadge&pcampaignid=MKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1)Download the POPin app to participate in this question on the go.*  [cid:image002.png@01D1FD25.2690DBE0](https://appsto.re/us/w1iy6.i) |

***Pro Tip:*** Prior to sending this communication, be sure to participate in the POPin! The purpose of the after-the-meeting is to answer lingering questions your audience had, so you’ll see best results if you engage with their questions. If necessary, leverage the ‘Manage Account Access’ feature to have another trusted member of the team answer questions as you.

**[optional] FOLLOW-UP COMMUNICATION**

If you were unable to engage directly in the POPin, shoot a quick note to the team answering the questions raised.

|  |
| --- |
| Team,  Thanks for the great participation in our after-the-meeting POPin. I’ve provided answers to the top five questions below:          Thanks again, and I look forward to future POPin conversations.  [signature]  --  *[et it on Google Play](https://play.google.com/store/apps/details?id=com.popinnow.gandalf&utm_source=global_co&utm_medium=prtnr&utm_content=Mar2515&utm_campaign=PartBadge&pcampaignid=MKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1)Download the POPin app to participate in this question on the go.*  [cid:image002.png@01D1FD25.2690DBE0](https://appsto.re/us/w1iy6.i) |

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**POPin to Source Improvement**

**PRELAUNCH COMMUNICATION**

*1-2 days prior to launch*

Introduce POPin to your participants so they know what POPin is and why they should care. Please feel free to customize the following email communication before sending it out.

|  |
| --- |
| Team,  *[One-two line description of the problem you’re using POPin to solve.]*  I would like to hear from *you* what needs to happen to make this better. Your best ideas need to be heard loud and clear, in a completely safe way.    To do this, we’re going to use an anonymous crowdsourcing tool called POPin. Please click the link below to share your anonymous feedback on the following question:  ***“If there were one thing you could suggest that would improve “X”, what would it be?”***  *[sharelink]*    Please keep this in mind as you get started:   * The first, most important step, is to give a thumbs up and/or thumbs down on the current answers. The value of this is to understand what topics all of you want to hear about. * The next step is to add your own questions/topics if they are not already listed. * While the session is running, you can POPin as many times as you want – think of this as an ongoing conversation and keep participating.   **This POPin closes on [date].** Jump in as soon as you can.  Thanks,  [signature]  --  *[et it on Google Play](https://play.google.com/store/apps/details?id=com.popinnow.gandalf&utm_source=global_co&utm_medium=prtnr&utm_content=Mar2515&utm_campaign=PartBadge&pcampaignid=MKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1)Download the POPin app to participate in this question on the go.*  [cid:image002.png@01D1FD25.2690DBE0](https://appsto.re/us/w1iy6.i) |

**REMINDER COMMUNICATION**

Keep the conversation going by encouraging participants to rejoin the conversation.

|  |
| --- |
| Hi All,  You recently received an email inviting you to join a POPin question:  *[insert your POPin question here]*    Thank you to those of you who've taken the time to do so already. For those of you that haven’t, we would love to have everyone's insight. Do you agree or disagree with the top answers so far?    1.  2.  3.  Follow the link to get started: *[sharelink]*  Remember, your answers are completely anonymous.  Thank you! |

**FOLLOW-UP COMMUNICATION**

It’s best practice to close the loop with sending an email to the participants along with the results letting them know they were heard and what you’re going to do with the results.

|  |
| --- |
| Team,    We appreciate your participation in the POPin question. It was very exciting to witness the enthusiastic feedback and contribution from you.  **Thank you!**    We’re going to review and take action on your responses where applicable, and look forward to hearing from you in future POPin questions!  Thanks again,  [signature] |

***Pro Tip:*** Plan to follow this message within one-two weeks directly addressing the feedback provided. Not sure where to start analyzing your results? Check out this one pager. (link to analyzing your results datasheet)

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**POPin to Test Adoption**

**PRELAUNCH COMMUNICATION**

*1-2 days prior to launch*

Introduce POPin to your participants so they know what POPin is and why they should care. Please feel free to customize the following email communication before sending it out.

|  |
| --- |
| Team,  *[One-two line description of the problem you’re using POPin to solve.]*  I would like to hear from *you* what needs to happen to make this better. Your best ideas need to be heard loud and clear, in a completely safe way.    To do this, we’re going to use an anonymous crowdsourcing tool called POPin. Please click the link below to share your anonymous feedback on the following question:  ***“If there were one thing you could suggest to improve our adoption of “X”, what would it be?”***  *[sharelink]*    Please keep this in mind as you get started:   * The first, most important step, is to give a thumbs up and/or thumbs down on the current answers. The value of this is to understand what topics all of you want to hear about. * The next step is to add your own questions/topics if they are not already listed. * While the session is running, you can POPin as many times as you want – think of this as an ongoing conversation and keep participating.   **This POPin closes on [date].** Jump in as soon as you can.  Thanks,  [signature]  --  *[et it on Google Play](https://play.google.com/store/apps/details?id=com.popinnow.gandalf&utm_source=global_co&utm_medium=prtnr&utm_content=Mar2515&utm_campaign=PartBadge&pcampaignid=MKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1)Download the POPin app to participate in this question on the go.*  [cid:image002.png@01D1FD25.2690DBE0](https://appsto.re/us/w1iy6.i) |

**REMINDER COMMUNICATION**

Keep the conversation going by encouraging participants to rejoin the conversation.

|  |
| --- |
| Hi All,  You recently received an email inviting you to join a POPin question:  *[insert your POPin question here]*    Thank you to those of you who've taken the time to do so already. For those of you that haven’t, we would love to have everyone's insight. Do you agree or disagree with the top answers so far?    1.  2.  3.  Follow the link to get started: *[sharelink]*  Remember, your answers are completely anonymous.  Thank you! |

**FOLLOW-UP COMMUNICATION**

It’s best practice to close the loop with sending an email to the participants along with the results letting them know they were heard and what you’re going to do with the results.

|  |
| --- |
| Team,    We appreciate your participation in the POPin question. It was very exciting to witness the enthusiastic feedback and contribution from you.  **Thank you!**    We’re going to review and take action on your responses where applicable, and look forward to hearing from you in future POPin questions!  Thanks again,  [signature] |

***Pro Tip:*** Plan to follow this message within one-two weeks directly addressing the feedback provided. Not sure where to start analyzing your results? Check out this one pager. (link to analyzing your results datasheet)

**Custom POPin**

**PRELAUNCH COMMUNICATION**

*1-2 days prior to launch*

Introduce POPin to your participants so they know what POPin is and why they should care. Please feel free to customize the following email communication before sending it out.

|  |
| --- |
| Team,  *[One-two line description of the problem you’re using POPin to solve.]*  I would like to hear from *you* what needs to happen to make this better. Your best ideas need to be heard loud and clear, in a completely safe way.    To do this, we’re going to use an anonymous crowdsourcing tool called POPin. Please click the link below to share your anonymous feedback on the following question:  ***“If there were one thing you could suggest that would improve “X”, what would it be?”***  *[sharelink]*    Please keep this in mind as you get started:   * The first, most important step, is to give a thumbs up and/or thumbs down on the current answers. The value of this is to understand what topics all of you want to hear about. * The next step is to add your own questions/topics if they are not already listed. * While the session is running, you can POPin as many times as you want – think of this as an ongoing conversation and keep participating.   **This POPin closes on [date].** Jump in as soon as you can.  Thanks,  [signature]  --  *[et it on Google Play](https://play.google.com/store/apps/details?id=com.popinnow.gandalf&utm_source=global_co&utm_medium=prtnr&utm_content=Mar2515&utm_campaign=PartBadge&pcampaignid=MKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1)Download the POPin app to participate in this question on the go.*  [cid:image002.png@01D1FD25.2690DBE0](https://appsto.re/us/w1iy6.i) |

**REMINDER COMMUNICATION**

Keep the conversation going by encouraging participants to rejoin the conversation.

|  |
| --- |
| Hi All,  You recently received an email inviting you to join a POPin question:  *[insert your POPin question here]*    Thank you to those of you who've taken the time to do so already. For those of you that haven’t, we would love to have everyone's insight. Do you agree or disagree with the top answers so far?    1.  2.  3.  Follow the link to get started: *[sharelink]*  Remember, your answers are completely anonymous.  Thank you! |

**FOLLOW-UP COMMUNICATION**

It’s best practice to close the loop with sending an email to the participants along with the results letting them know they were heard and what you’re going to do with the results.

|  |
| --- |
| Team,    We appreciate your participation in the POPin question. It was very exciting to witness the enthusiastic feedback and contribution from you.  **Thank you!**    We’re going to review and take action on your responses where applicable, and look forward to hearing from you in future POPin questions!  Thanks again,  [signature] |

***Pro Tip:*** Plan to follow this message within one-two weeks directly addressing the feedback provided. Not sure where to start analyzing your results? Check out this one pager. (link to analyzing your results datasheet)

**POPin for Surveys**

**PRELAUNCH COMMUNICATION**

*1-2 days prior to launch*

Introduce POPin to your participants so they know what POPin is and why they should care. Please feel free to customize the following email communication before sending it out.

|  |
| --- |
| Team,  *[One-two line description of the problem you’re using POPin to solve.]*  I would like to hear from *you* what needs to happen to make this better. Your best ideas need to be heard loud and clear, in a completely safe way.    To do this, we’re going to use an anonymous crowdsourcing tool called POPin. Please click the link below to share your anonymous feedback around the following questions: *[sharelink]*   1. ***How effective was X?*** 2. ***What is the one thing we did well?*** 3. ***What is the one thing we can do to improve?***   Please keep this in mind as you get started:   * The first, most important step, is to give a thumbs up and/or thumbs down on the current answers. The value of this is to understand what topics all of you want to hear about. * The next step is to add your own questions/topics if they are not already listed. * While the session is running, you can POPin as many times as you want – think of this as an ongoing conversation and keep participating.   **This POPin closes on [date].** Jump in as soon as you can.  Thanks,  [signature]  --  *[et it on Google Play](https://play.google.com/store/apps/details?id=com.popinnow.gandalf&utm_source=global_co&utm_medium=prtnr&utm_content=Mar2515&utm_campaign=PartBadge&pcampaignid=MKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1)Download the POPin app to participate in this question on the go.*  [cid:image002.png@01D1FD25.2690DBE0](https://appsto.re/us/w1iy6.i) |

**REMINDER COMMUNICATION**

Keep the conversation going by encouraging participants to rejoin the conversation.

|  |
| --- |
| Hi All,  You recently received an email inviting you to join a POPin survey. Thank you to those of you who've taken the time to do so already. For those of you that haven’t, we would love to have everyone's insight.  Follow this link to get started: *[share link]*  Remember, your answers are completely anonymous.  Thank you! |

**FOLLOW-UP COMMUNICATION**

It’s best practice to close the loop with sending an email to the participants along with the results letting them know they were heard and what you’re going to do with the results.

|  |
| --- |
| Team,    We appreciate your participation in the POPin survey. It was very exciting to witness the enthusiastic feedback and contribution from you.  **Thank you!**    We’re going to review and take action on your responses where applicable, and look forward to hearing from you in future POPin questions!  Thanks again,  [signature] |