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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.

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| 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.

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| 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.

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| 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) |