Hi \_\_\_\_\_\_\_\_\_,

We are looking forward to the upcoming soft launch of the partner portal in <insert community name>. Below are a few considerations and action items for the soft launch. Can you please review these items and provide your feedback / responses by \_\_\_\_\_\_\_\_.

(1) Do you have a specific agenda in mind for the soft launch conference call [or gathering]? If not, here is a format we think would work well:

* Welcome and introductions – **Community liaison (e.g., AEMS, RACC, etc.)**
  + Introduce attendees
  + Brief description of the artlook project
  + Timeline for launch of partner portal, school portal, and public-facing map
* Unveil artlook – **Community liaison (e.g., AEMS, RACC, etc.)**
  + Direct attendees to < insert community URL >
* Test user onboarding and account completion – **All attendees**
  + Tee up instructions for attendees - **Ingenuity**
    - *In a moment,* Community liaison (e.g., AEMS, RACC, etc.) *will send you (arts partners) the launch email that will go out to all the arts partner in your community on the day of the full, public launch*
    - *That email will include a link to a “claim account” process through which you will set up your artlook account and password*
    - *We will then go through the partner portal step-by-step to make sure everyone is able to complete their information*
  + Send launch emails to the arts partners on the phone (include the “claim account” URL provided by Ingenuity in advance of the soft launch phone call) – **Community liaison (e.g., AEMS, RACC, etc.)**
    - Review launch email and ask arts partners for feedback
  + Step-by-step walkthrough of completing profile information – **Ingenuity / Community liaison (e.g., AEMS, RACC, etc.)**

(2) When you invite participants to be part of this soft launch, please emphasize that it will be important for them to be on their computer (with internet and email access) during the call. It will be a live walk-through so they won’t be able to fully participate if they don’t have access to a computer, internet, and email.

(3) We also need to make sure that the arts partners attending the soft launch are listed as users in the artlook system ahead of time. If they are not, then they will not be able to claim their artlook account and login.

* Attached is a spreadsheet with the arts partners users we uploaded to the artlook system (this is based on the list you previously provided).
* Can you verify that each person who will attend the soft launch has a corresponding name and email address in this spreadsheet?
* If anyone is missing, then please let us know. We will need to create a user profile for those people before they are able to set up their account and log in.

(4) We will follow up soon with the “claim account” URL to include in the “official” partner portal launch email. You’ve already reviewed and revised the launch email text, but we need to send you the hyperlink to drop into that email text.

< insert any additional items that are relevant to the community >

Let us know if you have any additional questions or need any additional support from us! We are looking forward to the soft launch and the opportunity to celebrate this milestone with your local stakeholders.

Best,