

## MUNI ASSOCIATION PARTNER KIT

## Internal Promotion Brief

A staff-facing reference document — not for member distribution — helping your internal team understand, champion, and execute the study promotion in 15 minutes or less.

### IMPORTANT — INTERNAL USE ONLY

**Do not forward this document to member municipalities.** The Internal Promotion Brief is written for association staff, not for the end audience. It contains internal talking points, cadence instructions, and FAQ responses that are not appropriate for member-facing communications.

### WHAT'S IN THIS FOLDER

FILE	DESCRIPTION	BEST FOR
<code>InternalPromotionBrief.pdf</code>	Fully styled, ready-to-distribute PDF with orange TalentMap branding	Distribute directly to staff; display on screen in team meetings
<code>InternalPromotionBrief_Word.html</code>	Word-compatible HTML — opens and edits in Microsoft Word	Staff who need to customize the brief or add internal notes
<code>InternalPromotionBrief.txt</code>	Plain text version of the full brief	Email body, plain-text distribution, copy-paste to internal systems

### HOW TO USE EACH FILE

- Distribute the PDF to staff**  
 Open `InternalPromotionBrief.pdf` and share it directly with your communications team, membership staff, or anyone helping promote the study. No conversion needed — the file is ready to send.
- Customize in Word (from InternalPromotionBrief\_Word.html)**  
 Open Microsoft Word. File → Open → navigate to `InternalPromotionBrief_Word.html` → Open. Word will import the document with formatting. Add your association's name, internal contact details, or custom notes as needed. Save as .docx for team editing.
- Use plain text for internal email or Slack (from InternalPromotionBrief.txt)**  
 Open `InternalPromotionBrief.txt`, copy the relevant sections (e.g., just the FAQ block or the talking points), and paste into an internal email or messaging platform.

### WHAT'S INSIDE THE BRIEF

SECTION	CONTENTS
Section 1	"How to Promote This Study in 15 Minutes" — 8-step checklist with time estimates and file references
Section 2	Suggested promotional cadence table: email → newsletter → social → reminder → last call
Section 3	8 key messages and talking points staff can use verbatim in calls, forwarded emails, or conversations
Section 4	Quick-reference FAQ: 11 Q&As covering cost, confidentiality, data security, timeline, and participation details

## FAQ — SECURITY ENTRY NOTE

The FAQ includes an entry for "**Is our data secure?**" The current answer covers general principles (platform security, no third-party sharing, aggregation before reporting). Before finalizing the brief for wide staff distribution, confirm platform-specific details (survey tool name, data residency, encryption standards) with **Sean Fitzpatrick** and update that entry accordingly.

## PERSONALIZATION

The brief contains one placeholder throughout: `[Association Name]`. Replace this with your organization's name before distributing. In Word: use Find & Replace (Ctrl+H / Cmd+H). In the plain text version: use your text editor's find-and-replace.

Questions about study content, FAQ answers, or key messages? Contact **Sean Fitzpatrick**, TalentMap — [sfitzpatrick@talentmap.com](mailto:sfitzpatrick@talentmap.com)