

Develop Buy-In Plan

Sample Buy-In Plan



Stakeholder Group	Strategy/ Tool	Also Consider	Deadline	Frequency	Effective Measure	Owner
Board of Directors	<ul style="list-style-type: none"> • Designated Board Champion(s) • Project detail with legislative information • Provide them a financial plan • Employer and Individual Testimonials • Elevator Speech • FAQ document 	" You should designate a minimum of one Board member to be a 'champion' of the changes- this individual would be responsible for being a positive advocate for the upcoming changes.				

Staff	<ul style="list-style-type: none"> • Elevator Speech • FAQ document • Project Delegates • Training and Education • Redesigned Job Description • Weekly emails • Bulletin Boards/Intranet • Financial Incentives for site development • Standing item on staff meeting agenda 	<ul style="list-style-type: none"> • Project Delegates Project Delegates are assigned staff from every area who are responsible for being knowledgeable about the upcoming changes. Delegates attend meetings to learn about the project, and then share with their teams at staff meetings. • Redesigned Job Description We chose to unify our direct care job descriptions in order to make everyone responsible for the same key elements, and incorporated language around providing services in the community. • Weekly emails Weekly emails were sent to everyone in the organization. These emails were brief, quick facts and "Did you know?" updates about the project. • Standing item of staff meeting agenda It was mandatory that all staff meetings incorporate updates (given by the Project Delegates) into their standing agendas. 				
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Family	<ul style="list-style-type: none"> • Communication from CEO • Family Forums • Elevator Speech • FAQ document • Attendance at son/daughter's team meetings • Individual testimonials- Sharing success stories • Family Conversation and Feedback Form • Constant contact communication 	<ul style="list-style-type: none"> • Communication from CEO Our CEO sent letters to all of our families informing them of the upcoming changes and why they were being made, and explaining what these changes meant for their son/daughter. • Family Forums Town Hall style meetings were held in various locations, at various times, to address any concerns that families had about the project. • Constant contact communication Use email, Facebook, Twitter to keep your families informed of updates as the project goes on. 				
Individual	<ul style="list-style-type: none"> • Conversation Guide to be used at Team meetings • Interest survey • Elevator Speech • FAQ document • Knowledge Survey • Per and Post Surveys after outings • Individual team meetings • Monthly program meetings – standing agenda item 	<ul style="list-style-type: none"> • Monthly program meetings – standing agenda item We required that our monthly meetings held with the individuals that we support also include the project as a standing item on their agenda. 				

Community	<ul style="list-style-type: none"> • Meet with community groups to inform them of your program changes (i.e. Chamber of Commerce, Selectmen, Community Partners, City Council Meetings) • Press Release • Elevator Speech • Website/Social Media • Billboard • Radio advertisement • FAQ Document • Employer Testimonials 					
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