**Appendix D**

**Sample Team-Welcome Email**

Fellow Team Member:

Thank you for volunteering to serve on the Core Planning Team (CPT) for this year's strategic plan development. You are playing a critical role that will prove to be both rewarding and highly beneficial to our organization, our customers, and our stakeholders. Our theme throughout the process is “Make It Possible.” We will weave this theme into everything we do.

As a member of the CPT, you are vital to the success of the strategic plan development and overall future of our organization. Soon, you will receive planning information and materials and may be asked to participate in training designed to be minimally intrusive to your time while supplying you with the tools to make the strategic plan development a success. One of your first tasks is to review your schedule for the entire plan-development timeframe, which I anticipate will encompass six months. We will need your availability for the duration of the six months. Our start date is June 1, 2015. Please provide your contact information and current position within the organization. We will use this information as the basis for all communication with you and ask that you email it to Ms. Davis at ddavis@xraycorp.com.

I would like to emphasize that from the beginning and throughout this process, your leadership, enthusiasm, and commitment to the strategic plan and to your fellow team members is critical for making the strategic plan development process a success. Success is not just reaching our goal, but providing everything within our power to ensure our organization’s longevity and relevance in a fast-changing, competitive environment.

Our first meeting will be on June 1, 2015, in Bldg. 51, Room 1215, at 10 a.m. I will be sending a meeting invitation with an informational packet when I have details on the agenda and other matters. Please plan to attend this initial meeting, a critical first step in our move forward. Future meetings will be held every Thursday at 10 a.m. I ask that you please schedule this recurring time now. If you should need assistance or have any questions, please contact me at any time at retter@xraycorp.com.

Again, thank you. Your willingness to take on this most important responsibility is greatly appreciated.

Sincerely,

Randy Etter

Strategic Plan Team Leader