

Cordico Launch Event Strategy Checklist

- Determine the event** during which your Cordico Launch will take place.
- Plan the agenda** for launching Cordico.
 - ✓ Find ways to encourage a culture of wellness
 - ✓ Download the Cordico app together
 - ✓ Walk through the app and show everyone how to use it
- Determine any budget needs** for food, door prizes, and the like.
- Have cards or flyers available** that provide the QR code to download Cordico, as well as your agency credentials.
- Be prepared to show the Cordico Walk-Through video** to everyone.
- Highlight family-specific wellness resources.** For example:
 - ✓ Family Wellness toolkit with resources such as the Family Support, Parenting Tips, Holidays, and Supporting Children Who Fear for Your Safety modules
 - ✓ Making Marriage Work module with Dr. John Gottman (also in the Family Wellness toolkit)
 - ✓ Financial toolkit with resources such as the Insurance Basics and Investing and Financial Planning modules
 - ✓ Retirement: Getting Prepared module (in the Career Wellness toolkit)