



Template:

ERG Communication Toolkit

To create your own ERG Communication Toolkit, use this template and the templates provided in this workbook along with any organization-specific information

<ERG Name> Communication Toolkit

Desired outcome: To provide national/chapter communication leaders with tools to effectively communicate with their members and create visibility for events, programming, and activities to increase membership engagement and bring in new members.

Your role as a communication leader

- Communicate regularly with your ERG/chapter members
- Ensure members are aware of happenings within your ERG/chapter and community events sponsored/supported by your organization

How to use the toolkit:

- ✓ Review the tools below
- ✓ Develop and implement a communication process for your ERG/chapter

Tools to assist in communicating/marketing

Company Branding Information	Provide links to relevant info on the company brand
Communication Templates (provided in this workbook)	<ul style="list-style-type: none"> • Welcome Letter* • Email Invite Template* • Chapter Newsletter Template* • Communication Plan Template*
Communications/marketing materials	Provide links to any company/ERG specific communication or marketing materials (flyers, t-shirts, giveaways, etc.)
Developing communications (provided in this workbook)	<ul style="list-style-type: none"> • Writing Tips* • ERG Stakeholder Definition and Messaging* <p>Provide links to any company-specific communication templates or information</p>
Company-wide ERG communications	Insert links to where company ERG information can be shared like ERG SharePoint or ERG intranet site
ERG guidance	Provide links to any relevant company-specific information for communication with or about ERGs

*Denotes templates provided in the ***The ERG Handbook Companion Workbook***

From ***The ERG Handbook Companion Workbook***

Have questions? Need us to do it for you? Contact us: info@InclusiveSpace.com or 281-298-9397

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