

Preparation

- **Start early:** Begin gathering employee data and branding assets as soon as possible.
- **Assign an internal lead:** Provide a single point of contact for approvals, questions and coordination.
- **Choose a Flimp template:** Stick to [available design styles](#). Custom layouts can cause delays.
- **Verify data accuracy:** Validate totals and spreadsheet formatting before submitting the data to Flimp. Ensure the totals match what you want to display.
- **Confirm branding:** Check brand colors, logos and fonts in the first draft to avoid last-minute changes.

Content and Messaging

- **Personalize your letter (page 2):** Write a warm, forward-looking letter emphasizing the value employees bring to the company. We provide a sample and [form](#) for you to submit your letter.
- **Highlight your employee value proposition:** Reference your company's values, mission, career-development opportunities and perks beyond salary.
- **Simplify plan definitions (page 4):** Keep descriptions short, clear and employee friendly.

Project Management

- **Stick to timeline:** Conduct internal reviews and submit edits and approvals quickly to stay on schedule.
- **Limit review rounds:** Scope includes up to two review rounds or three for custom projects.
- **Consolidate feedback:** Compile internal edits before sending them to us to prevent unnecessary back and forth.
- **Communicate clearly:** Provide clear instructions when requesting edits.

Secure Distribution

- **Complete whitelisting:** Ask IT to whitelist trs-distribution@flimp.net before the final files are ready.
- **Notify employees:** Send the [Digital Postcard](#) at least two days before the secure emails are deployed.
- **Keep it simple:** Use straightforward subject lines and clear email language to reduce employee confusion.