Announcing your credentialing program plans and intentions to internal stakeholders is essential to gaining buy-in within your organization.

You’ll need to make structural changes internally throughout the progress of this project, so clear and concise communication about credentials is a key step in the change management process.

The below template outlines important subject areas for your communication campaigns:

1. **Purpose**
The purpose of the credentials you will be issuing.

2. **Background**
The background of what brought you to the decision to implement a credentialing initiative.

3. **Reasons**
The reasons behind the decision to implement a credentialing initiative.

4. **Plan**
The implementation plan for your credentials.

5. **Benefits**
The benefits of the credentialing initiative.

6. **Risks**
The risks that should be considered and highlighted ahead of time.

7. **Timescales**
The timescales for the launch and tasks thereon-after.