



## OUTREACH INVITATION LETTER FOR ONLINE COLLABORATIVE SPACES

Once your group is created, a fundamental step in the start-up process is effective outreach. This means reaching out to your core members and seed participants to invite them to use the site by providing them with context about the purpose of the group, communicating who the facilitators are, and providing instructions about how to use the space, both from a functionality and a content perspective. Below is a template for an invitation letter communicating the creation of a group. Hopefully this resource can provide some guidance as to the basic information members should have. Congratulations on the start of your online group on Learning Lab!

Dear Participants:

I am writing to let you know about an online working group we have set up to share important information and resources related to international development. The working group is on the [USAID Learning Lab](#) website – a collaborative space where USAID staff and partners jointly create, share, refine, and apply practical approaches in order to ground programs in evidence and adapt quickly to new learning and changing contexts, maximizing development outcomes. Right now, in the working group, you will find the following:

- A welcome message from the Group Facilitator
- A discussion thread asking you to write an introduction to the rest of the group

Please join the group as soon as possible to introduce yourself and review group resources. Here are the steps to get started:

- 1) Join the USAID Learning Lab website. Simply visit [usaidlearninglab.org](http://usaidlearninglab.org) and click on the red box at the top of your screen that says, "Create an Account." Follow the instructions to join, and don't forget to upload a picture! (If you already have a Learning Lab account, make sure you are logged in.)
- 2) Complete your profile so that other members know with whom they're interacting. This helps create a more personalized discussion space.
- 3) Click on the "Groups" tab in the Learning Lab navigation bar and select the appropriate group from the list, or go directly to our group page at <http://usaidlearninglab.org/groups>. (Facilitators should insert their group link here).
- 4) Click on "Request Membership." Your membership will be approved within 24 hours, and you will receive a confirmation email.
- 5) Add a comment to the first discussion topic, introducing yourself to the group.

The working group is a private space for our group members. We encourage you to use the "Discussions" feature to share additional resources and feedback with your fellow participants. If you have any questions about joining Learning Lab, joining the working group, or locating resources, please contact me.

Sincerely,

Working group X