This boilerplate template is intended to be used in circumstances involving retro-active issuing of badges to individuals who completed a prior activity or experience that wasn’t badged at the time of completion.

It’s not uncommon for new badging programs to include pre-existing activities and experiences as a focus for badging. When this occurs, it often raises the consideration of issuing the badges to those who completed the eligible activities prior to when a badge was available.

The pre-notification is an important step in the process of notifying those who are eligible for being issued a badge for an activity completed in the past prior to actually retroactively issuing the badge. It provides an opportunity to alert the individual about your new badging program, their eligibility for being issued the badge, the value of badging, and as an ideal way reconnect with the eligible credential earner.

What follows on the next page is a generalized pre-notification template that can be altered as needed to fit your needs.

**Congratulations!** You were recently selected to receive a digital badge from *[your organization]* as a result of previous participation in *replace this text with name of badge activity*. If you have received this notification, it means you successfully met the criteria to earn the badge, and you will be receiving a follow up email containing specific instructions for accepting and claiming your free *[credential name]* badge.

**What is a Digital Badge and why is it important to you?**

 *[your organization]* has partnered with [badging platform provider] to leverage their system to administer the notification, issuing, and claiming of *[your organization] badges*. *[your organization]* provides digital badges free-of-charge to participants of eligible activities who have met the required criteria. Once you claim your badge, you have the option of sharing and promoting your achievement on social media sites like LinkedIn, Twitter, Facebook, as well as your own personal webpages and blogs.



**Digital Badges provide you with many significant benefits,** including the ability to**:**

* Combine your credentials to form a complete overview of your skills
* Display your accomplishment in your e-mail signature
* Display your qualifications on social and professional networking sites
* Provide recruiters, employers, or managers with verified proof of earned credentials

***[your organization]*** **badges allow you to easily and quickly share verified proof of your achievement(s) wherever and whenever you choose**. ***[your organization]*** badges contain verified metadata describing your qualifications and the rigorous process required to earn them. These badges are:

* **Digital emblems** symbolizing skills and achievements
* Easy to share **in social media**: LinkedIn, Twitter, FB, blogs
* Tethered to ***[your organization]*** to **validate and verify** achievement
* Based on 1EdTech **Open Badges standard**

**In addition to receiving a digital badge(s), you will also receive:**

 Web-enabled version of your credential(s)

 Badge Wallet where you can manage your badges

 Secure means of storing and publishing your credential(s)

**How do I receive my *[your organization]*** **badge?**

**You will be receiving an *[your organization]*** **badge claim notification email from [badging platform provider] In a few days notifying you of your eligibility to claim your badge.**

We are eager to help you advance your skills and gain professional recognition for your accomplishments and welcome and appreciate your feedback and suggestions on how to make this program work for you. You can contact us anytime at ***[your organization email address]***

To learn more about this initiative, please visit the ***[your organization web site URL]***.

-------------------------------------------------------------------------------------------------------------------------------

What follows is optional and may need to be included based on your organization’s data privacy considerations, target audience, geography, and other factors involving the handling of personal information.

***[your organization]*** leverages the services of **[badging platform provider]** (a 3rd party) for administration of the ***[your organization]*** badge program. Because this activity or program did not include a badged credential when you previously participated, we are required to inform you that your name, email, and information about the specific badge you are eligible to receive will need to be shared with **[badging platform provider]** before you can claim your badge.

If you would like to receive your badge, you will need to opt-in by following these instructions for providing your consent:

If applicable, include your organization’s consent process here.

We are eager to help you advance your skills and gain professional recognition for your accomplishments and welcome and appreciate your feedback and suggestions on how to make this program work for you. You can contact us anytime at ***[your organization email address]***

To learn more about this initiative, please visit the ***[your organization web site URL]***.

***Badge Issuer Organization Name***