



Email templates for introducing Atlassian Cloud products

The success of your Cloud migration hinges on your teams actually adopting the new Cloud products.

At this point in your migration, you're likely aware of the importance of thoughtful communications as part of your change management plan. Teams will need to hear the message multiple times and in multiple ways, before making a change. Allowing your teams the time they need to get comfortable with the new change will ensure they are open to it and prepared when the rollout takes place. When the message comes from someone they trust, they will be more likely to listen.

To help you get your teams up and running on Cloud sooner, we've created a set of modifiable email templates you can use to inform your teams about your Cloud launch.



When to use these templates

These email templates are to promote **adoption** of the new Cloud products during the Launch phase of your migration. These email templates are **not** to drive awareness of the migration itself.

At this point in the process, you should have already communicated about the migration with your teams during the previous phases (Assess, Plan, Prep, Test, and/or Migrate). At a minimum, one month prior to launch, your users should be aware that a migration is happening, when it is happening, and why. For guidance on what to communicate during the earlier phases, please reference [Cloud migration toolkit](#).

	MIGRATION				ADOPTION			
	ASSESS	PLAN	PREP	TEST	PRE-LAUNCH/ MIGRATE	LAUNCH/ MIGRATE	POST- LAUNCH	POST- LAUNCH
TIMING	6-12 MOS PRIOR TO MIGRATION	N/A- NO USER COMMS REQUIRED	N/A- NO USER COMMS REQUIRED	1-2 MONTHS BEFORE LAUNCH	2 WEEKS BEFORE LAUNCH	LAUNCH DAY	2 WEEKS POST LAUNCH	1 MONTH POST LAUNCH
EMAIL SUBJECT	WE'RE PLANNING TO MIGRATE TO ATLASSIAN CLOUD		ATLASSIAN CLOUD MIGRATION LAUNCH DATE		WE'RE ROLLING OUT ATLASSIAN CLOUD!	START USING ATLASSIAN CLOUD TODAY	TIPS & TRICKS FOR ATLASSIAN CLOUD	HOW ARE YOU LIKING ATLASSIAN CLOUD?
EMAIL PURPOSE	GIVE USERS EARLY NOTICE OF THE MIGRATION PROJECT		ANNOUNCE THE LAUNCH DATE FOLLOWING SUCCESSFUL TEST MIGRATION		REMIND USERS OF PENDING ATLASSIAN CLOUD LAUNCH CALL TO ACTION - BOOKMARK NEW URL(S), DOWNLOAD MOBILE APP(S)	ANNOUNCE ATLASSIAN CLOUD MIGRATION IS COMPLETE CALL TO ACTION - LOG IN TO NEW SITE, BOOKMARK URL(S), DOWNLOAD MOBILE APP(S)	REMIND USERS HOW TO LOGIN TO NEW SITE SHARE USER TRAINING MATERIALS	CHECK IN - REQUEST INITIAL FEEDBACK
CONTENT	CLOUD MIGRATION TOOLKIT ATLASSIAN				THIS DOCUMENT			

How to use these templates

1. Determine which channel you will use to communicate with your users. These templates are designed as emails, but if you choose to use MS Teams, Slack, or another platform, you'll want to update the copy accordingly.
2. Copy the template below and paste it into a new email message (or your preferred communication tool).
3. Customize the **[placeholder text]**. You'll notice a lot of spots to customize the product name (Atlassian Cloud, Jira Software Cloud, Confluence Cloud, etc.). Depending on which product(s) you are launching, you should update the text.
4. Add additional context to help your team understand how and why you're adopting Atlassian Cloud products.
5. Remove any content that isn't relevant for your team.
6. Send the email to your team, ask them to give the new products a try, and reply with feedback.

TIP:

Consider customizing these templates further for specific functions or departments who may have a different level of awareness of the change. For example, if you're rolling out a specific Jira Cloud product to the Finance team for the first time, they'll need a different message than if you're rolling out all Jira Cloud products to Development teams that have been using Jira self-managed versions for years.

✉ Email 1: Rolling out Atlassian Cloud products

Subject: We're rolling out [**Product Name (i.e. Jira Software, Confluence, Jira Service Management Cloud)**]

Content:

[**Add organization banner image if available**]

Hi,

As you know, we have been working on migrating [**Product Name**] to Cloud. This change will make it possible for you and your teams to work efficiently, enjoy a modern user interface, and get access to new features sooner.

The migration is on track and your Cloud products should go live on [**date**] at [**time**]. After the migration, you will see some changes, and we want to be sure you are prepared.

1. During the migration on [**date**] at [**time**] with expected duration of [**hours**], the following application(s) will be unavailable:
 - a. [**List Server/Data Center URL(s)**].
 - b. Please plan your work around this window.
2. Upon launch, you'll be able to access your apps at the following URL(s): [**https://yourdomain.atlassian.net/**]
3. After the migration, you may notice some feature, terminology, and interface differences. Check out the attached quick start user guides for [**Product Name**] Cloud for a preview of those changes.
4. We've compiled some training resources at [**URL**] to help you get comfortable quickly.

For a detailed project plan and additional information, please see: [**URL**].

For questions during the migration period, please contact [**email address**].

To report issues after the migration, please [**instructions**].

Thank you,

[**Name**]

Recommended attachments: **Quick start guides for Confluence Cloud, Jira Software Cloud, and/or Jira Service Management Cloud**

✉ Email 2: Start using Atlassian Cloud

Subject: Start using [Product Name] Cloud!

Content:

[Add organization banner image if available]

Hi,

The [Product Name(s)] migration is complete! You can get started by visiting the new cloud application(s) at: [URL(s)].

Please update your bookmarks with this/these location(s) and login with [credential information] .

You should expect some feature, terminology, and user interface differences. Check out the attached [Product Name] quick start guide(s) for an overview and summary of the most notable differences.

Your old site will be available until [Date time] on a read-only basis, and then will be shut down and archived. [edit as appropriate]

Additional information and training materials are available at: [URL].

To report a problem or request support, please [instructions].

For general migration questions, please contact [email address].

Thank you,

[Name]

Recommended attachments: **Quick start guides for Confluence Cloud, Jira Software Cloud, and/or Jira Service Management Cloud**

✉ Email 3: Tips & tricks for Atlassian Cloud

Subject: Tips & tricks for [Product Name] Cloud

Content:

[Add organization banner image if available]

Hello,

We hope you've been enjoying using [Product Name] Cloud and that you've been able to get up and running smoothly.

Now that you've had a couple weeks to adjust, we wanted to share some of the most popular tips, tricks, and new features from around the organization.

- Download [the new mobile apps](#) so you can work on the go!
- Subscribe to the [Atlassian Cloud blog](#) where product changes are announced weekly so you can stay on top of the latest new features
- [Add any key actions you'd like your users to take at this time in product]

As a reminder, you can find additional information and training materials at: [URL].

To report a problem or request support, please [instructions].

Thank you,

[Name]

✉ Email 4: Request for Atlassian Cloud feedback

Subject: How are you liking [Product Name] Cloud?

Content:

Hi there,

I hope you've had the opportunity to try out [Product Name] Cloud. If you are using [Product Name] Cloud today, then you already know that the Cloud version can be used for everything you used to do and more, usually with fewer clicks and smoother collaboration with your teammates.

Now that you've been using [Product Name] Cloud for 30 days, we would like to hear from you. Please take a few minutes to complete our feedback survey [add link] to share your thoughts and input on how these new products are working for you. [edit as appropriate depending on chosen feedback collection mechanism]

Thanks for your participation,

[Name]

Communication is an ongoing journey

The email templates above are designed for a point in time – the introduction of your Atlassian Cloud products. Once your users are up and running, they won't need as frequent communication. That being said, it's also not advised to go radio silent. We recommend sending a monthly or quarterly newsletter to your users to inform them about new features that have shipped, insights and success stories from across your organization, and additional use cases to expand how your teams think about their Atlassian products. If you're already sending an IT newsletter with updates across your toolset, this could be as simple as embedding Atlassian-specific changes into your existing newsletter.

Subscribe to the [Atlassian Cloud documentation blog](#) to be informed of new Cloud features so you can stay abreast of what's shipped and prepare your users for what to expect.
