

# How long does it take to set up to launch?

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It can take between 3-6 months to set up and launch an HBA Ambassador Program. See our quick start guide below:

## Getting started: quick guide

Preparing to launch an HBA Ambassador Program can take between 3-6 months leading up to a designated program launch window.



#HBAimpact

\*Required details to activate an Ambassador Program  
See notes for Milestone definitions



Reference: [Activation Toolkit](#)