

A Kick Off is a great way to let people know about your upcoming United Way campaign. Use this time to educate people about the United Way, your campaign timeline, activities and goals. Kickoffs can be as elaborate as events or as easy as snacks in a break room. Do what works best for your workplace but it is an important step for people to know the different ways they can engage in the campaign before they get started. Campaign kickoffs should be informative, relevant and FUN!

## 10 Steps to a Great Kickoff

### 1. Pick a Date

Finding the perfect date can sometimes be hard so try adding your Kick Off to a reoccurring staff meeting so more people will likely be able to attend.

### 2. Connect

Your United Way Staff Partner can support with developing a kick off agenda and connect you with resources or Impact Speakers.

### 3. Invite

Invite Senior Leadership to the event and see how they may be able to be involved.

### 4. Plan

Determine the finer details of the event, including; agenda, messaging and any incentives for attending. Maybe it is a breakfast meeting with donuts or attendees are entered in a draw to win a prize? Using an incentive often can help to get even more people in the room, which means even more people are hearing your message.

### 5. Save the Date

Once the details have been confirmed and leading up to Kick Off send a "Save the Date" to let people know what to expect at the meeting, including any special guests.



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### 6. Reminder

A few days before your Kick Off send out a reminder and confirm the important details.

### 7. Prepare

Collect materials, develop any slides or speaking notes you may need for your Kick Off. Your United Way Staff Partner can support you in finding the materials and resources you need to have a successful Kick Off, including; banners and digital/ print materials.

### 8. Set Up

Arrive early and prepare the space for your Kick Off. Invite any guests to arrive early and give clear instructions on how to get a hold of you or find the location. Be sure to decorate the space in United Way colours to create a warm and inviting atmosphere.

### 9. Kick It Off

Here's your time to shine! All your planning and hard work paid off with a great event! Don't forget to take pictures and share them with us on Socials!

### 10. Follow Up

Send an email to thank attendees for coming and review any important information shared at the Kick Off. Also include information about how they can become involved and how/ where they can give.

## Try it virtual!

- use zoom or email to share if you can't get together
- campaigns videos and images are available in the toolkit
- use your social media channels to promote your event, get people to show their community spirit and register their interest