A kickoff is a great way to let people know about your upcoming United Way campaign. Use this time to educate people about 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 kickoff to a reoccurring staff meeting so more people will likely be able to attend.

2. **Connect**
   Your United Way Staff Partner can support you with developing a kickoff 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, format, and any incentives for attending. Maybe it is a breakfast meeting with donuts? Or an online meeting where attendees are entered in a draw to win a prize? Using an incentive often can help to engage more people, which means even more people are hearing your message.

5. **Save the Date**
   Once the details have been confirmed and leading up to your kickoff send a “Save the Date” to let people know what to expect at the meeting, including any special guests.
6. **Reminder**
   A few days before your kickoff send out a reminder and confirm the important details.

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

8. **Set Up**
   Arrive early and prepare the space for your kickoff. Invite any special 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 (red, white) to create a warm and inviting atmosphere. If meeting virtually, allow yourself some time to make sure that everyone has their camera on (or off) and is ready to go. Want to be extra fancy? Decorate your workspace or use a virtual background… you could even have music playing to set the mood for a fun event!

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 social media!

10. **Follow Up**
    Send an email to thank attendees for coming and review any important information shared at your kickoff. Include information about how they can get involved and how/where they can give.
Additional Tips for Virtual Kickoffs!

- Use Microsoft Teams or Zoom if you can’t get together in person. Emails are another great way to share your plans!

- You’ll find informative campaign videos and images in the United Way Toolkit.

- Use your social media channels to promote your event, get people to show their community spirit and register their interest!