

KICKOFF PLANNING SCHEDULE

FIRST

Confirm CEO Attendance

Before picking an event date, work with the CEO's team to book their time and ensure they are available to host the kickoff event(s). Great leadership inspires others!

3-5 WEEKS BEFORE

Draft Invitation

Draft your invitation. If you need approval from others, consider starting a week earlier.

Confirm Invite List

Pull and sort your invitation list. Work with your HR department to ensure you have captured all staff. Divide up the list (e.g. by department) if you are hosting multiple events.

Request Key Speakers

If desired, work with your United Way staff to request a speaker to really drive home the positive impact you're making in the community. Please request or distribute pledge cards or your online pledge tool as early as possible.

Request an Online Pledge Form or Pledge Cards

If you haven't already, reach out to UWPC to prepare your custom Online Pledge Form and/or request physical Pledge Cards.

2 WEEKS BEFORE

Send Invitation

Send out invitation. If you are hosting your kickoff virtually, provide the web conference information in the booking.

Collect RSVPs

Consider tracking RSVPs, so you can get a better idea of how colleagues are responding to your invitation.

1 WEEK BEFORE

Send a Reminder

If many colleagues haven't responded to your initial invitation, consider sending a reminder invitation email that includes the calendar invite.

Update the Invitation

If desired, make updates to the calendar invitation to include an agenda, presentation document, list of speakers, or other key information. This update can also serve as a reminder to confirmed attendees. Confirm Key Speakers.

Ensure you have all necessary pieces to enable a successful kickoff presence for your CEO. If applicable, check in with your United Way speaker to ensure everything is on track and see if they have any questions (especially about where to attend the kickoff or how to access the event virtually).

3 DAYS BEFORE

All Systems Go

Complete an 'all systems go' run-through to test your conferencing system, presentation documents, etc. This will put your mind at ease and may help you to identify issues that you can rectify before event day.

Confirm Speakers

Contact agency speaker and United Way of Payne County speaker if they are included in your kickoff.

EVENT DAY

Last Minute Test

Test your conference system and any other technology - just in case.

Share Incentives at Events and Via Email

Your event is attended by many, and goes off without a hitch. Your entire organization is inspired to support their community and participate in this year's Campaign!

Immediately After the Event Send Your Online Pledge Form

Now that you've inspired everyone, give them the means to support their community by sending your Online Pledge Form. If you've hosted multiple events, send the link out after the last kickoff event has concluded.

END OF CAMPAIGN

Thank Others

Send follow-up communication to thank staff for joining your kickoff event and encourage them to visit the pledge tool to consider making a donation. Thank key contributors (your agency speaker, and anyone who helped you plan) to your kickoff, too. They'll be pleased to be recognized!

Conclusion Email

At the conclusion of your company campaign, send a thank you email to all employees and let the team know how much was raised.