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 event(s). Great leadership inspires others! Also consider whether your CEO would like support in scripting their speaking remarks, or would like to speak to slides.

Send Invitation
Send out invitation(s) providing web conferencing information in the booking.

Collect RSVP’s
Consider tracking RSVP’s so you can get a better idea of how colleagues are responding to your invitation.

All Systems Go
Complete an ‘All systems go’ run-through to test your conferencing system, presentation documents, video playing, etc. This will put your mind at ease and may help to identify issues you can rectify before event day.

Test Your Online Pledge & Credit Card Tools
Ensure your pledge tool is ready to accept donations.

Show Appreciation
Send a follow-up communication to thank staff for joining the kick-off event and encourage them to visit the online giving tools to consider making a donation. Thank key contributors from the kick-off event too. (volunteers, impact speaker and anyone who helped you.) They will be pleased to be recognized.

Send Invitation
Send out invitation(s) providing web conferencing information in the booking.

Collect RSVP’s
Consider tracking RSVP’s so you can get a better idea of how colleagues are responding to your invitation.

Test Your Online Pledge & Credit Card Tools
Ensure your pledge tool is ready to accept donations.

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

Inspire!
Your event is virtually ‘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.

Send Donation Link
Now that you’ve inspired everyone, give them the means to support their community by sending out the online giving link. If you’ve hosted multiple events, send the link out after the last kick-off event has concluded.