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!
Also consider whether your CEO would like to support in scripting their speaking remarks, or would like to speak to slides.

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

Collect RSVPs
Consider tracking RSVPs, 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 systems, presentation documents, etc. This will put your mind at ease, and may help to identify issues you can rectify before event day!

Send a Reminder
Consider sending a reminder invitation or nudge, if many colleagues haven’t responded to your initial invitation.

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

Prep Your Pledge Tool
Check in on progress with your pledge tool. Will it be ready to go on event day?

Test Your Pledge Tool
Ensure your pledge tool is ready to accept donations.

Thank Others
Send a 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 to your kickoff, too (your impact speaker, and anyone who helped you plan). They’ll be pleased to be recognized!

Draft Invitation
Draft up 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 Other Key Speakers
If desired, work with your United Way staff partner to request an impact speaker, to really drive home the positive impact you’re making in the community. Please submit this request as early as possible!

Prep Your Pledge Tool
If you haven’t started already, take steps to get your pledge tool up and running to capture donations on event day.

Prep Your Pledge Tool
Check in on progress with your pledge tool. Will it be ready to go on event day?

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!

Immediately After the Event:
Send the Donation Link
Now that you’ve inspired everyone, give them the means to support their community by sending out the donation link.
If you’ve hosted multiple events, send the link out after the last kickoff event has concluded.