

Planning a Company Kick Off Event

Motivate Employees with an Internal Company Kick Off

- An internal company kick-off is for all employees whose company is participating as a team or local sponsor in your Komen Race for the Cure®. It can be held as a breakfast, lunch or afternoon social with refreshments. This is an opportunity for the Company Leader to share information about Komen and RFTC, sign up and motivate Team Captains and fundraisers.
- The objective of the kick off is to recruit fundraisers and ensure employees are given the opportunity to sign up while at the event!
- The Company Leader coordinates the kick off with support from the Komen staff as needed. Komen may provide banners and RFTC materials, but all other expenses should be the company's responsibility as part of its local commitment to RFTC.
- If a company has multiple sites or shifts or too many employees to accommodate in one location, they should consider holding more than one company kick off so everyone may participate.

Tips for a Successful Company Kick Off

- CEO support for the kick off is important. It's particularly effective to have the CEO invite the employees to the kick off and conduct the meeting along with the Company Leader.
- Hold the kick off 10-12 weeks before the Race so there is plenty of time to build teams, collect donations and conduct additional fundraising activities.
- Schedule the kick off at a convenient time when the majority of employees will attend. Keep the kick off to an hour or less. Make sure light refreshments are provided (donated by the company).
- Begin promoting the kick off at least one week in advance through e-mail, memos, voice mail and other interoffice communications. Emphasize the refreshments, prize drawings and other fun incentives so all employees will attend.
- Hold the kick off in a fun, on-site location with ample space, such as a large meeting room or auditorium, employee cafeteria, atrium or courtyard.
- Display RFTC posters and banners, decorate with balloons and crepe paper, and put up signs showing company and event goals.
- Make Komen educational materials available, along with extra fundraiser collection envelopes and other materials.
- Recognize teams that participate each year. Encourage them to applaud each other, chant victory cheers or team slogans, and issue team challenges.
- Involve survivors from within the company. Have them share their stories to build passion and drive participation in your event.
- Show the RFTC video, if available.
- Display incentive prizes and have Team Captains and presenters wear the event T-shirt if possible. Promote internal company prizes for teams and individuals that raise the most money.
- Hold contests, prize drawings and other fun activities. Make it a fun, festive get-together.

COMPANY KICK OFF AGENDA

I. CEO or President personally welcomes employees and endorses their company's involvement in the Komen Race for the Cure®. The presenter should be introduced after opening comments.

II. Introduction to the Race (Company Employee or Komen Volunteer/ Staff)

- Mention the date, time and place of the Race—make sure to have copies of fact sheet.

III. How the Pledge Program works (10 minutes) (Company Employee or Komen Volunteer/ Staff)

- Company identifies a Team Captain for every 10+ employees
- (Floors or departments make natural “teams”) Team Captains form teams of 10 fundraisers. The focus is on large company teams, but family & friends are strongly encouraged to participate.
- Fundraiser goal is to raise \$100 (really easy, ask friends, family, co-workers, donate yourself & ask businesses you frequent) Fundraisers collect donations and bring them to Team Captains before the Race. Team Captains will deliver monies at the Race event or to the Affiliate office.
- Fundraisers earn great prizes and help find the cures to breast cancer and promoting breast health. Prizes will take about [X] weeks to be received by companies. Show this year's RFTC t-shirt and incentives for fundraising efforts.

IV. Call to Action! (5 minutes) (Preferably CEO or similar Senior Level Executive)

- Communicate company's fundraising goal.
- Distribute fundraising materials - collection envelopes.
- Have a fundraiser sign up sheet ready with enough employees ready to capture those names if necessary.

III. Conclusion (Company Employee or CEO)

- Thank the audience & conduct drawings (if you have any “freebies” or donated items)
- Refreshments (Optional, but a good idea)

KICK OFF SAMPLE AGENDA

As volunteers enter the room, make it festive with:

Festive Music – Marching Band – Cheerleaders – Greeters – Slide Show playing in background

I. Welcome - RFTC Chairperson (5 minutes)

(loud and energetic)

- Last Year's Success! (ask for a big hand)
- Thank Major Sponsors (ask for a big hand)
- Last Year's Top Company (ask for a big hand)
- Last Year's Top Fundraiser (ask for a big hand)
- Video, if available (you may choose to view it during another topic area)

II. Why support Komen? - Board President (5 minutes)

(This is a fun way to give door prizes and statistics on breast cancer. Ask for five volunteers from the audience. Bring them all up front and, one at a time, ask them questions. They get a door prize whether they're right or wrong.)

III. Ideas for Action Roundtables (25 minutes)

(Breakout sessions for specific training, by successful fundraisers/staff, Company Leaders or volunteers, focus on best practices)

- CEO Involvement and Company Development
- Company Goal Setting and Structure
- Beating the \$1,000 Team Goal
- Internal Company Kick Offs
- Motivating Team Captains
- Vendor Sponsorship
- Top Fundraising Club
- Team Captain Kick-off

IV. Goal and Challenge - RFTC Chairperson (10 minutes)

- Fundraising Dollar Goal
- Call to Action (Recruit teams, raise money and come to the Race!)