



How to Prepare for Your Kickoff

The primary purpose of the kickoff is to generate a high level of excitement for your fundraiser. This can lead to better sales results. Here are some useful tips that you'll want to put into place:

- 1 Do it Live:** Try not to show your kickoff video during morning announcements or PE classes. Instead, introduce your kickoff during a live assembly. Your audience will feel the energy level from the other students in the room.
- 2 Establish Unification:** If possible, have everyone together for one assembly. The larger your audience, the more excitement and energy you will generate. Make sure to also include your teachers and staff. Remember the entire school is working on this project together as a team.
- 3 Add Credibility:** Get your audience to respect your cause even more. Have an authority figure like the principal introduce you to your students. Then ask them to close out your assembly.
- 4 Sell Your Purpose:** Why are you fundraising in the first place? Where will you spend the money? How will you convince your audience that your goals are important to them? A well communicated purpose should motivate everyone to work harder.
- 5 Create an Exciting Atmosphere:** Your kickoff assembly is about putting on an exciting show for your students. So be sure to stimulate their senses:
 - **Sound:** Play radio-edited music as your students enter and exit the kickoff area.
When speaking use a microphone.
So everyone can hear your video, hook your computer into a sound system. To show your kickoff video on your computer, you have 2 options:
 1. Go to <https://bigfundraisingideas.com/video-gallery> and find your video. Click on the play button and show it live over the internet.
 2. If you downloaded the video, show it direct from your computer. (See your 'Video Gallery Access' email)
As a backup option, attach external speakers to your computer. Then place your microphone close to the speakers.
 - **Visual:** The larger the viewing screen, the more excited your students will become. Increased excitement usually translates into more sales. The best option is to use a large screen and a projector hooked into your computer. Be sure to show your video in 'full screen' mode.
Arrange to have someone turn off the lights once you are ready to start your video.
- 6 Prevent Mishaps:** You don't have a second change to make a good first impression with your students. Thus, allow ample time to set up and test all equipment before your kickoff.