



Light The Night Internal Kickoff How To Guide for Team Captains & Staff

An “internal kickoff” is a team-building and recruitment event put on by a Team Captain to help generate support for their Light The Night team. Similar to a “pep rally,” a Light The Night internal kickoff is an opportunity to present LTN to potential team members and solicit their support.

Light The Night staff are strongly encouraged to partner with Team Captains to host an internal kickoff for their teams, to generate support for the team and help recruit new members. Internal kickoffs are a great example of Active Team Management.

Example of a Corporate team internal kickoff:

Bob is the Team Captain for the ABC Company Light The Night team. While goal-setting with Sue, the Light The Night Campaign Coordinator, Sue suggests hosting an internal kickoff within ABC Company to help garner support for the Light The Night team. After seeking permission from the company, Bob books the conference room at ABC Company from noon – 1:00 p.m. two weeks in advance, and sends out an email to his colleagues to invite them to attend the ABC Company Light The Night Internal Kickoff. Bob

also uses his Light The Night username and password to log into his LTN fundraising page and download an Internal Kickoff Flyer, which he customizes with details on the Internal Kickoff and posts in the breakrooms. Bob invites the company president to attend the internal kickoff and to lend his or her support to the Light The Night effort. In the days leading up to the kickoff, Bob sends reminder emails to his colleagues to help maximize attendance at the kickoff. Bob also incentivizes his colleagues to attend by coordinating lunch. At the kickoff, Bob and the LTN staff person present LLS & LTN to potential team members, following the national agenda, script and talking points. They show the LTN video and the company president lends his endorsement to the effort. They announce their first fundraising activity, answer questions and take sign ups for the team. By the time the kickoff is over, the team has grown to 55 people, each of whom is committed to contributing to the fundraising success of the team through their personal fundraising and by support team fundraising events.



Things to do in advance of the internal kickoff:

- Determine a suitable venue, such as a conference space within your company for a Corporate team, or a house party for a Friends & Family team.

- Lots of promotion prior to the kickoff to ensure strong attendance.
- Team Captain and LTN staff partner together on an agenda for the kickoff and materials to share at the event.
- LTN staff to plan to attend the kickoff if appropriate.
- Hold a drawing for all walkers who register before and during the kickoff - promotes walker registration.
- Include endorsement from corporate leadership about why this company supports LLS and LTN.

Things to do during the internal kickoff:

- Announce all promotions and prizes both those from LLS and any team specific incentives.
- Announce and recognize the team captains.
- Show the Light The Night video to give potential team members a great visual of the event and connect them to the mission of LLS.
- Encourage individual walker fundraising – all walkers who raise \$100 are a Champion For Cures - and tell them how to get started with individual fundraising.
- Announce the team's wrap fundraising around events details and dates.
- Include an honored hero speaker (from the company if possible).
- Make sure there is a specific call to action: join the team. Have registration forms handy to facilitate sign up and collect forms during/after the kickoff.
- Take attendance so you will know who to follow up with.