

Kickoff Meeting Activity Checklist

The goal of this Drive Kick-Off meeting with your drive coach is to leave you focused and motivated to create a unique drive event that meets the objective of registering educated and committed potential donors. Feel free to use this worksheet as a way to organize your thoughts and tasks.



Understanding the elements of your drive event.

- Please watch one of the following training videos to ensure you understand registrations basics (you will still be attending a full training you schedule with your drive coach at a later date).
 - For E-Registration Drives: <https://www.youtube.com/watch?v=PGAfFayR9mw&t=23s>
 - For Paper Registration Drives: <https://youtu.be/1ZEV433S36w>



Goal Setting



Brainstorming - Customizing your Drive.

- How can you make your drive unique? What talents do your group/campus/individual team members have that you can use to put your own stamp on this event?
Some examples could include:
 - Is anyone a member of the journalism department with connections on campus to on campus or local media?
 - Does your core group have a connection to an on campus athletic team that could get involved to promote the drive?
 - Is there someone creative to create photo props for pictures at the registration table?



Create a task list and timeline

- Pick the most effective and feasible items from your brainstorming session. Make sure you know who is responsible for each task and create a clear timeline
Most tasks fall under these categories and it can be helpful to assign the following positions to ensure a smooth planning process:
 - *Promotions Manager* - will take charge of your campus outreach and education, including social media outreach and the unique promotional tasks chosen
 - *Logistics Manager* - books drive location, ensures venue has tables/chairs needed and coordinates receiving drive supplies
 - *Volunteer Manager* - will coordinate filling volunteer shifts and ensure smooth drive set, tear down, and shift changes
 - *Fundraising Manager (optional)* - will coordinate any fundraising tasks to offset drive costs



Drive Coach Check Ins

- Agree on check ins with your drive coach to make sure he/she can support you with your tasks and timelines