

LIFEWISE ACADEMY



KICKOFF COORDINATOR MANUAL

Thanks for stepping up to play the crucial role of Kickoff Coordinator for the LifeWise Academy launching in your community! The information below outlines all you'll need to know to make your Kickoff Meeting a success.

Kickoff Coordinator Role

- ◆ A Kickoff Coordinator arranges, promotes and leads the local Kickoff Meeting to complete Step 2 of the 10-step launch process
- ◆ The Kickoff Coordinator training, along with this manual, provide all of the details to host a successful meeting. Feel free to share these resources through email or text with anyone helping with your meeting.
 - ◇ [Kickoff Coordinator Manual](#)
 - ◇ [Kickoff Coordinator Training](#)
- ◆ Once you complete the training, you will be directed to set up a 15 minute phone conversation with a LifeWise Representative. During this conversation, you can ask questions, learn the dates of our upcoming Kickoff Meetings and talk about next steps.

Arrange the Meeting

- ◆ **Choose a date and time**
 - ◇ Select a date and time from our pre-scheduled Kickoff Meeting dates (typically on the 2nd Tuesday and 4th Thursday at 7 p.m. ET)
 - ◇ If our pre-scheduled dates or the time does not work for your community, you'll have the option to select another date/time
 - ◇ Kickoff meetings usually involve several communities participating at once
- ◆ **Secure a meeting place**
 - ◇ A church or a neutral location like a community center or library works well
 - ◇ Access to the following is required:
 - A Zoom-capable computer connected to a screen or a projector that can be seen and heard by the entire group
 - An HDMI, Apple TV, dongle adapter or auxiliary cable to connect the computer with the screen or projector
 - A backup Zoom-capable computer is recommended
 - Reliable Wi-Fi (Obtain password in advance)
 - ◇ It is very important that you test the setup well in advance to ensure the venue is a good option
- ◆ **Submit your meeting details to LifeWise**
 - ◇ Once you have completed the training and 15-minute conversation with a LifeWise Representative, a Kickoff Meeting Location form will be emailed to you
 - ◇ As soon as your date and location are confirmed, complete the form to provide us with specific details about your Kickoff Meeting

Promote the Meeting

- ◆ Those who have signed your Community Interest List will receive multiple invitations from LifeWise with your Kickoff Meeting details
 - ◇ We encourage you to continue growing your list so more community members are invited
 - ◇ **Grow Your List:** Ideas on how to spread the word and continue to grow your interest list.
- ◆ We encourage you to promote the meeting through text, email, social media and local churches
 - ◇ Sample post: *Learn more about how our community can offer Bible-based character education to public school students DURING school hours! Join us on [DATE] from [TIME] at [LOCATION]. You can also learn more about this incredible opportunity by visiting lifewise.org.*
 - ◇ Feel free to use this **[Customizable and Printable Invitation](#)**
 - ◇ A custom Kickoff Meeting invite graphic can be created for you upon request (no charge)

Lead the Meeting

- ◆ **Before the Meeting**
 - ◇ Review the **[Frequently Asked Questions](#)**
 - ◇ Consider having the **[Kickoff Meeting Handout](#)** available (printing in color is recommended). This is a half-sheet with QR codes that link to immediate next steps.
 - ◇ Prepare for Next Steps by reviewing the following documents
 - Step 3: **[Raise \\$500 Launch Fee](#)**
 - Step 4: **[Form a Steering Committee](#)**
- ◆ **Day of the Meeting**
 - ◇ Allow Extra Time
 - Arrive 30-45 minutes early
 - Set up and test technology
 - Open the **[Kickoff Meeting Video](#)**
 - Log into Zoom using **[Zoom Link](#)** and passcode 255882
 - ◇ Rename your profile with your community name
 - ◇ Find Breakout Rooms and join the Breakout Room for your community
 - ◇ Please turn off your camera and mute yourself until you re-join
 - Place any printed materials at the entrance or on seats
 - Optional: provide refreshments
 - ◇ Welcome & Introductions
 - Greet attendees upon arrival
 - Begin promptly at scheduled time
 - Welcome Talking Points (no more than 5 minutes):
 - Thank everyone for coming
 - Confirm that everyone has the Kickoff Meeting Handout
 - Introduce yourself and why you want to see LifeWise in your community
 - Pray
 - Share the flow of the evening:
 - ◇ Watch Video
 - ◇ Q&A with LifeWise Representative
 - ◇ Discuss next steps
 - ◇ Play the Kickoff Meeting Video (26 minutes)

- ❖ Zoom with LifeWise Representative
 - Go back to Zoom, turn on your camera and unmute yourself
 - The LifeWise Representative will be waiting for you and will share FAQs, respond to questions and encourage everyone to accomplish Steps 3 & 4 before the night is over
- ❖ Intra-Community Discussion with Kickoff Coordinator
 - Once the LifeWise Representative has left the breakout room, feel free to facilitate group discussion and encourage conversation for additional thoughts on moving forward
 - If there is a question you do not know how to answer, encourage the community member to submit a support ticket at lifewise.org/support and then follow up
 - Reiterate and accomplish Step 3 and 4. Point people to the Kickoff Meeting Handout with QR codes to take community members directly to the links
 - Officially end the meeting after 1 hour in case community members need to leave, but stick around for additional questions and discussion
 - Consider applying for the [Steering Committee](#) yourself