



## Mission Awareness Event: Model 4 Sample Run of Show

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### Event Overview

In Event Model 4, the ambassador will host the event virtually. The primary goal is to inspire attendees with knowledge and motivate them to spread awareness in their communities. This event will be held on a virtual platform to engage and educate a broader audience.

### Support Contacts/Roles

- Virtual Meeting Producer (controls the screen sharing, video sharing, technical support, etc. and should be different than the host – enter contact info)
  - Chat Manager (monitors chat discussion, Q+A, etc. – enter contact info)
  - Host (enter contact info)
  - Speakers (enter contact info)
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### Virtual Platform Setup & Final Preparations

- Platform: Ensure the event is hosted on a reliable virtual platform (e.g., Zoom, Microsoft Teams, etc.).
  - Test A/V Elements: Test all technology, including microphone, camera, and any shared media (presentation slides, videos).
  - Ensure Smooth Connectivity: Verify Wi-Fi and backup plans for any potential connectivity issues.
  - Welcome Materials: Upload welcome slides, event agenda, and collateral to the platform for sharing during the event.
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### Arrival and Pre-Event Preparation

- Log-in & Check-in: Guests log in to the virtual event platform, greeted with a welcome message on screen. This should be done at least 15 minutes prior to the start of the meeting.
  - Background Music: Optional light background music for ambiance as guests settle in.
  - Technical Assistance: Volunteers guide attendees unfamiliar with the virtual platform features (muting/unmuting, camera on/off, etc.).
  - Announce Program Start: Once everyone is logged in, the ambassador will announce the official start of the event.
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### Event Timeline

- **10 mins: Opening**
  - **Ambassador:**
    - Welcome attendees to the virtual event and thank them for participating.
    - Introduce yourself and your connection to Empower.
    - Briefly introduce the mission of the event and its purpose.

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- Discuss the importance of community involvement and how their support can create meaningful change.
  - Explain the event flow and what to expect throughout the program.
- **3 mins: Play the Empower Overview Video**
  - Share a pre-recorded video that highlights the mission, its impact, and why it's important.
- **10 mins: Mission Overview**
  - **Ambassador:**
    - Provide an in-depth explanation of the mission, history, and goals.
    - Share local statistics from Judi's House to further emphasize the cause's significance.
    - Use visual aids (slides, charts) to illustrate key points.
- **5-10 mins: Guest Speakers**
  - **Guest Speakers (Pre-recorded or live):**
    - Share personal stories on how the mission has impacted their lives or their communities.
    - Discuss ways attendees can contribute or get involved.
- **10-15 mins: Q&A and Open Discussion**
  - **Ambassador & Speakers:**
    - Open the virtual floor for attendees to submit questions through chat.
    - Address questions related to the mission, event, and ways to contribute.
    - Offer inspiring and engaging responses to encourage further involvement.
- **10 mins: Call to Action**
  - **Ambassador:**
    - Clearly outline the next steps for those who wish to get involved.
    - Provide actionable short-term and long-term ways for attendees to contribute, including volunteer opportunities, donations, or sharing the mission.
    - Encourage attendees to download or access collateral shared in the event platform (links to website, sign-up forms, etc.).
- **5 mins: Closing and Thank You**
  - **Ambassador:**
    - Thank everyone for attending, their time, and their support.
    - Encourage continued engagement with the mission beyond the event.
    - Invite guests to stay connected on social media and sign up for the email newsletter via the website.
    - Close the virtual event and thank everyone for their participation.