



EMPOWER

Mission Awareness Events

Our Goals

- Strengthen relationships with existing partners.
- Identify mentors who can make a difference
- Support families in need within local communities

Mission-Focused Events

- Host informational events throughout the year
- Non-fundraising—focus on building connections
- Purpose:
 - Raise awareness of our mission
 - Build a supportive community
 - Identify potential mentors
 - Provide resources for families in need
- 4 Different Models
 - Event at a Private Residence
 - Ambassador Addresses a Group
 - Event at Public Venue
 - Virtual Event

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EVENT MODEL 1

Event Model 1 involves an ambassador inviting their network to a private residence within the community to host the event, creating an intimate setting for engagement and connection.

Event Length of Time:

1-1.5 hrs.

Venue Type:

- Location: Can be indoor or outdoor
- Seating: Must have sufficient seating for attendees
- Video Capability

HQ Support:

- Weekly Meetings with the Ambassador to review the model
- Provide collateral and expense management
- Speaker recommendations
- Assist in event schedule creation
- Handle fulfillment and logistics

EVENT MODEL 1

Timeline (4 Weeks)

Week 1

- Select event date
- Choose location
- Determine event time

Week 2

- Create guest list and send invitations
- Discuss speaker program and finalize details
- Contact speakers to confirm participation
- Order necessary materials for the event

Week 3

- Resend invitations to confirm attendance
- Discuss food and beverage requirements
- Order necessary items for the event
- Create event schedule and finalize details

Week 4

- Confirm attendance with RSVPs and speakers
- Ensure all materials have been received
- Send event reminders the day before, including: directions, parking details, gate codes

Event Day

Collect any food and beverage orders, meet with speakers before the event, go over the schedule, and enjoy the event.

Day After Event

Meet with HQ to review the event, provide attendance information, and determine any fulfillment needs.

EVENT MODEL 1

Timeline (4 Weeks)

Budget Breakdown (up to \$200)

- Collateral/Signage: Quantity based on the number of attendees
- Food & Beverage:
 - Goal: Secure donations
 - If not, allocate a set amount for this expense
- Fulfillment:
 - Thank you cards for attendees
 - Small gifts for the ambassador and each speaker

Attendees

- Ambassador invites key individuals with whom they have a relationship
- Focus on those who can help spread the word and support the mission

Time Commitment

- 5-10 hours

Program Description

Program Agenda

1. Welcome & Introduction
 - Host/Ambassador introduces Empower's mission and goals
2. Empower Video
 - A brief video to showcase our impact
3. Speaker Introductions
 - Meet the speakers and their expertise
4. Q&A Session
 - Interactive discussion with the host and speakers
5. Conclusion & Call to Action
 - Encourage support for families in need or mentor identification

EVENT MODEL 2

In Event Model 2, an ambassador is scheduled to address a local group as a speaker.

Event Length of Time:

- 30-45 minutes

Venue Type:

- The ambassador will address the group at their regular meeting location, such as a school, club, library, or community center.

HQ Support:

- HQ meets with the ambassador to review talking points before the event
- HQ provides the necessary collateral
- HQ handles fulfillment logistics

EVENT MODEL 2

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Timeline (3 Weeks)

Week 1

- Identify the group to be addressed (e.g., school, community members, club members, PTA)
- Make the ask to speak with the group and confirm the event details

Week 2

- Once the date is set, meet with HQ to develop the meeting schedule and finalize talking points.

Week 3

- Address the group

EVENT MODEL 2

Timeline (3 Weeks)

Budget (up to \$100)

Collateral

Rack cards or one-page overview (printed).

Fulfillment

Bring treats for the group or a plant/flower to the coordinator.

Attendees

- The attendees are determined by the group coordinator.

Time Commitment

- 2- 4 hours

Program Description

- The program will be tailored to fit the ambassador's allotted speaking time.
- During the speech, the ambassador will share our mission, vision, and purpose.
- The ambassador will provide a call to action, encouraging the identification of families in need and potential mentors to help achieve program goals.

EVENT MODEL 3

In Event Model 3, the ambassador hosts the event at a public venue with the support of HQ.

Event Length of Time:

- 1 to 1.5 hours
 - Presentation
 - Q&A session
 - Mingling with guests

Venue Type:

- This model is designed for public spaces, such as:
 - Restaurants
 - Community centers
 - Rented rooms
 - Town halls

HQ Support:

- HQ will assist with:
 - Creating the guest list
 - Sending email invitations
 - Managing the RSVP list
 - Finding a donated event space and coordinating with the venue
 - Meeting weekly with the ambassador to:
 - Review the model
 - Provide collateral and manage expenses
 - Suggest potential speakers
 - Help write the event schedule
 - Handle fulfillment details

EVENT MODEL 3

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Timeline (4 Weeks)

Week 1

- Select the event date, location, and time

Week 2

- Create a guest list and send invitations
- Discuss the speaker program
- Contact speakers and order any necessary materials

Week 3

- Resend invitations
- Discuss and order food and beverages (from the venue or an external source, depending on the venue)
- Confirm the venue can accommodate the required technology
- Order any necessary items
- Create an event schedule

Week 4

- Confirm attendance with RSVPs, speakers, venue, and food & beverage providers
- Ensure all materials have been received

Event Day

- Pick up food and beverages (if provided by an external source)
- Arrive at the venue and set up tables, signs, and collateral
- Meet with speakers to review the event schedule

Day After Event

- Meet with HQ to:
 - Review the event details
 - Provide attendance information
 - Identify and address any fulfillment needs

EVENT MODEL 3

Timeline (4 Weeks)

Budget (up to \$500)

Collateral

- Rack cards: Quantity based on expected number of attendees
- Signage: Banner, foam board, or table frames (determined during planning)

Venue

- Goal: Secure a donated venue
- Alternative: Allocate a specific amount for venue costs if donation is not secured

Food + Beverage

- Goal: Secure food and beverage donations
- Alternative: Allocate a specific amount if donations are not secured

Fulfillment

- Thank you cards for attendees
- Small gifts for the ambassador and each speaker

Attendees

- Community leaders
- Like-minded organizations

Time Commitment

- 8-12 hours

Program Description

- Welcome by the host/ambassador, highlighting Empower's mission and goals
- Empower video presentation
- Introduction of speakers
- Q&A session with the host and speakers
- Program conclusion
- Call to action: Encourage identifying families in need or potential mentors

EVENT MODEL 4

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In Event Model 4, HQ organizes and conducts the event in a virtual format and should be conducted in all time zones of Active Areas.

Event Length of Time:

- 1 Hour

Venue Type:

- The presentation will be hosted on a virtual platform, Zoom

HQ Responsibilities:

- Create the guest list
- Send email invitations
- Manage the RSVP list
- Identify participants
- Create the presentation
- Manage the Zoom presentation
- Send post-event information and thank-you notes to attendees

EVENT MODEL 4

Timeline (3 Weeks)

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Week 1

- Select a date and time
- Create a guest list

Week 2

- Send invitations
- Discuss the speaker program
- Contact the speakers

Week 3

- Conduct a presentation run-through
- Finalize and deliver the presentation

Day After Event

Review the event and send post-event information and thank you notes

EVENT MODEL 4

Timeline (3 Weeks)

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Budget (N/A)

Attendees

- Conduct a presentation run-through
- Finalize and deliver the presentation

Time Commitment

- 2- 4 hours

Program Description

- The program will begin with a welcome from an HQ member, discussing Empower's mission and goals.
- The Empower video will be played.
- Speakers will be introduced.
- A Q&A session will follow with the host and speakers.
- The program will conclude with a call to action, encouraging the identification of families in need or potential mentors.

SPEAKER TYPES

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Mentors

Empower Mentors are individuals aged 25 or older who have experienced the loss of a parent. Empower fully screens and trains these mentors, who can speak to the value of having a mentor.

Empower Ambassadors

Someone who is passionate about our cause and ready to make a commitment to bring our programs to their community.

Mentees/Enrolled Youth

Mentees or Enrolled Youth are individuals who actively participate in programs and can speak to the impact the organization has made.

Mentor + Mentee Match

A Mentor and a Mentee who have been matched can speak about the positive impact of the program.

Parent/Guardian

A parent or guardian of an enrolled youth will share their experience of having a child participate in our programs, highlighting the impact it has had on the child's life and the family as a whole.

Founder/HQ Staff

Cara or a member of HQ will provide an overview of Empower's history, current status, and future plans, offering a comprehensive understanding of our program and its lasting impact over the years.

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Mission Awareness Events

