

KICK-OFF ASSEMBLY GUIDE



The key to your campaign is your assembly! The purpose of your assembly is to:

- Kick-off your fundraising! Plan the assembly directly leading into your fundraising events.
- Educate students about OHSU Doernbecher Children's Hospital
- Share enthusiasm and get your school excited about fundraising.
- Promote your fundraising activities to the student body and encourage them to participate!
- Bring students together in support of a common purpose.



SAMPLE KICK-OFF ASSEMBLY OUTLINE

Average Length: 25 – 30 minutes

Welcome and Opening Remarks (3 minutes)

Student Council leaders or other designated member(s) of the student body open the assembly with an introduction. Explain the purpose of the assembly and that your school is participating in Kids Making Miracles to raise funds for OHSU Doernbecher.

Kids Making Miracles (5 minutes)

Share information about Kids Making Miracles with the student body! You can mention:

- More than 60 schools throughout Oregon and SW Washington participate each year
- Since 1991, Kids Making Miracles has raised more than \$11 million for OHSU Doernbecher
- Every dollar raised helps OHSU Doernbecher expand the range of services available to kids, accelerate new cures for hard-to-treat children's diseases and provide an excellent education for the next generation of pediatric specialists.
- By fundraising, your school is making an incredible impact in bringing better care and new hope to children throughout the region and beyond.
- If your committee went on a tour of OHSU Doernbecher, share highlights and how the tour made you feel.

Patient Story from School (5 minutes)

Including a patient story from your school or community is one of the most effective ways to engage the student body. Speakers can include students, teachers whose children have been patients, or someone you know in your community.

Don't have a patient story from your school? You can also show a patient video:

[Jordan's Story](#)

[Jake's Story](#)

Your School's Kids Making Miracles Campaign (10 minutes)

This is where you share all the fantastic activities planned for your Kids Making Miracles campaign! Don't forget to include:

- An overview of your OHSU Doernbecher fundraising activities (schedule of events) and your fundraising goal
- Acknowledgment of key sponsors and donors
- Any competition or award structure you have developed for students who fundraise
- Any recognition or award structure you have developed

Closing Remarks (2 minutes)

- Motivational remarks from students and/or staff

Contact the OHSU Foundation: Erin Olinghouse / 503-552-0672 / olinghou@ohsu.edu