

## Event Captains



### What is the **Virtual** Back to School Breakfast?

- This event will be part of a week-long campaign highlighting People Serving People's Educational Services programs across both the COE and downtown Shelter.
- 20–25 minutes in length- will include: 1. Welcome 2. Message about building trauma responsive practices in community and partnership with UMN for the next generation of teachers 3. Video with Marie Lister (UMN Professor), Jami Skinn (PSP Education Manager) and Daniel (UMN Student Participating in Course) 4. Closing and ask.

### Key Messaging:

- The virtual event will focus on how our teachers are greatly impacting the Twin Cities community. They do so through their work with children in their own classrooms and a partnership with the University of Minnesota which helps prepare future educators to implement trauma responsive practices in their classrooms.

### What is an Event Captain?

- Your role as an event captain is a critical piece for the success of a virtual event. A captain must have genuine passion and enthusiasm for the mission of the organization and the event. This base level of support is key to driving energy and excitement leading up to the virtual event date, as well as during the event. You'll see that as a captain, your impact can be exponential, inspiring others to engage and "fill the virtual room."
- Leading up to the event:
  - Spread the word- share posts & emails.
  - Register for the event & help follow up with others who also register.
- Day of/During the event:
  - Remind your invitees and friends to attend the event and be active.
  - Prior to event, log on early and check for technical difficulties.
  - Encourage participation, welcome guests, ask questions, introduce yourself, thank individuals, etc.

