

1. Overview
2. Roles and Responsibilities
3. Planning Checklist and Timeline

1. OVERVIEW

What is a launch?

Launch refers to the set date when CarePortal will activate in a new county. We encourage planning an event/party around this community-building occasion.

Why have an event?

Your goal is to create space for churches, agencies and the community to come together to help our children in crisis. A launch event generates excitement and momentum for CarePortal engagement in a new community. This also creates an opportunity to thank all those who invested so much time and effort in the process: the agency partners, first churches to enroll, key community members integral to bringing CarePortal to a new county, etc. It can even be a time to post the first requests in a county and see the community together in action.

Who should be invited to a launch event?

As the Regional Manager implementing CarePortal, you should invite:

- Point People, leadership and members from all enrolled CarePortal churches
- Church leaders in the community who are interested in learning more
- Organizations with potential for future partnership
- Child welfare and community agency leaders
- Political and government leaders (city government, legislators, judges, etc.)
- Interested media (newspapers, TV stations, etc.).

What do you do at the event?

The best launch events involve a high level of local ownership and personalization. Here are a few key elements to consider including:

- Agency partner shares local child welfare statistics and scope of needs in the county.
- Regional Manager or representative of the Implementing Partner shares the vision for their organization's use of the CarePortal platform.
- Pastor or community leader shares a short message encouraging collaboration for the sake of the children and families in crisis in the community.
- The first request is posted live, allowing opportunity to meet that immediate need among attendees.
- Celebrate! Enjoy food, a time of prayer and possibly musical worship.
- A launch event can be combined with another key gathering in the life of CarePortal, The Cost of Poverty Experience (COPE), to dive right into the reason for CarePortal and begin training participants.

2. ROLES & RESPONSIBILITIES

While you're spearheading this event, we encourage you to work closely with our Global Ministry Support team to help you plan and develop a team to help you execute this as effectively as possible. Some of the following roles may be filled by the same person.

CarePortal Regional Manager, Lead Event Organizer

- Manage the RSVPs on Eventbrite to assist with follow-up
- Be the main liaison for the host site
- Initiate and manage appropriate follow-up with attendees.

Logistics Coordinator (event planner)

- Own planning and administrative tasks related to the event. If this role is not filled, the RM assumes these duties
- Coordinate with the host site (may be on staff or connected to the host site)
- Assist Regional Manager with tracking RSVPs
- Plan refreshments
- Recruit volunteers
- Spread the word through social media, emails, phone calls and conversations.

Ambassador (community leader)

- Commit to advocating for this experience within the community to make it a success
- Invite and mobilize other leaders to encourage buy-in and participation for churches, organizations, businesses and governmental agencies.

Prayer Team

- Commit to pray weekly leading up to event
- Usually includes all event planning team members, along with pastors, volunteers, and community members.

Host Site

- This could be anywhere in the community that is welcoming to all attendees. It could be an invested church, community center or agency building.

Set-up volunteers (day before or day of)

- Set up chairs, tables and A/V equipment (this is often completed by staff at the host site)
- Set up and clean up any food/drinks provided.

Volunteer Photographer and/or Videographer (recommended)

- Document the experience for social media, follow-up communication, and future event promotion purposes. (This person does not have to be a professional.)

3. PLANNING CHECKLIST

120 days prior:

- Identify internal staff roles**
Who will be the regional manager, etc.
- Approve agency leadership and sign agreement**
- Identify 1-2 key church contacts ready to engage**

90 days prior:

- Receive commitments from 2-5* churches**
- Create a launch event planning committee**
See Roles & Responsibilities.

60 days prior:

- Agency Implementation Plan in progress**
(Rep identified, process solidified, trainings scheduled)
- Secure host site for event**
Choose a neutral location where all invitees will feel comfortable and welcome.
- Send formal invites**
Ensure key churches and agency leaders can attend.
- Start promotional process**
Eventbrite event, social media, email, flyers, etc.
- Receive commitments from 5-10* total churches**
- Recruit specialty volunteers**

30 days prior:

- Complete training of agency caseworkers**
Some counties execute a “soft launch” for practice runs.
- Continue promotion of event and county launch**
- Invite local media (newspapers, TV, etc.)**
- Invite pastor or community leader to share a short message at event**
- Organize music/worship team and plan if desired**
- Complete press release request form**
- Receive commitments from 8-15* churches**

1 week prior/day of:

- Contact CarePortal Support at support@careportal.org to confirm your launch**
They will activate the county within the CarePortal system.
- Send personal reminders to all presenters and key attendees**
- Identify (with Agency Rep) 1-2 “first requests” to be entered at the event**
- Confirm food orders, if necessary**

1 day prior/day of:

- Set up at the host site**
- Test A/V equipment**
- Bring sign-in sheet**
Record name and email of anyone who did not RSVP

After the event:

- Send follow-up email**
Send an email thanking attendees and inviting them to the first Active Community Meeting.
- Thank your host site, sponsors (if applicable), volunteers, etc.**
- Share your story**
Tag any photos you took on social media under #careportal. Tag @careportal in any posts you see from participants or churches involved.

*Goal varies by county size