



Mission Moment Request Process

Mission Moment: a portion of an ACE event, ACE hosted cocktail/dinner, or board meeting that highlights our mission and what we do from the perspective of those we serve. The mission will be shared from the perspective of a current student, parent, alumni, or administrator. The mission moment will be presented in 3 ways, in-person, via pre-recorded video, or written testimonial.

Request forms are applicable for all markets and are intended to streamline the mission moment and event process. This will ensure that we are able provide a unique and valuable experience for your guests. It also provides our team to create talking points and practice with speakers.

Before requesting a mission moment, please answer the following questions:

- What is the goal/purpose of the event?
- What is the desired outcome of the event?
- Will there be an ask at the event?
- What is the purpose of the mission moment?
- What is the desired outcome of the mission moment?
- Will the audience of this event be similar to any that have taken place in the past month?

Mission Moment Request Procedure:

- Event/Board Meeting is created
 - Date/time/location are set
- Answer pre-mission moment request questions
- Make mission moment request to Aidah and Ragan, including answers to the pre-mission moment questions
 - **Send request a minimum of 6 weeks out from a large event, 4 weeks out from smaller events**
 - Requests made after that time frame will be considered based off the event type and event attendees – **must be flexible**
 - If you have a specific mission moment in mind, share with the original request. *This is not a guarantee that your request will be the final decision*
- Aidah determines what type of mission moment is most appropriate for the event (zoom in, in person, video, written), and who the mission moment speaker will be
 - Final mission moment decision will be made by Aidah/Events Team, then shared with Development team
 - Once selected, all communications with speaker go through Aidah
- **New speakers for each event are not guaranteed. We WILL reuse speeches from previous events**
- Post-event
 - Aidah handles all post-event thank yous/gifts/follow up with speakers



Mission Moment Request Process

As a general rule, the following events will receive an in-person mission moment speaker, TBD by Aidah/Events Team:

- ACE's 3 large luncheons
- National Events
- Events **WITH** an ask, with more than 25 attendees
 - Zoom in option, video and written testimonial are always available for use

As a general rule the following events will receive either a zoomed in speaker, pre-recorded video testimonial, or written testimonial as the mission moment, TBD by Aidah/Events Team:

- Small lunches dinners
 - Less than 25 attendees
 - Audience dependent in-person will be considered
- Events that do **NOT** have an ask

As a general rule, Board Meetings will be provided an in-person speaker if desired by Development team. (Student/Parent/Alumni/Admin), but all other options are available for use as well and are encouraged.

Please keep in mind that our team will do our best to provide an in-person speaker whenever applicable, but we must always be flexible to other options.