



## Hosting an FEC Kickstart Event

Thank you for preparing to host a Family Education Center Kick-off event! American Heritage School is an institution with over 50 years of excellent scholarship rooted in faith, family, and liberty. You are laying the necessary groundwork to enable many families to receive the blessings of the school from wherever they live—not just for the few who live close enough to our Utah campuses.

We are excited to meet with you and the families you are working with in your area! Below are five steps that will help you as you plan for a successful FEC (Family Education Center) Kick-off. We are excited to begin planning our visit, but you will see below that we are here to support you from start to finish...and, we are never really finished. The Kick-off is just the beginning!

### **Step 1: Define your Family Education Center**

The first step will be to define your goals and FEC structure thoughtfully and prayerfully. Use the [FEC Quickstart Guide](#) to work through the various questions that you must answer before sharing your vision. Once you feel confident about how your FEC will be organized, who and how it will serve your community, you are ready to start engaging families in your community!

### **Step 2: Engage Your Community**

Know that there are many families in your area that are concerned with the state of public education and who are already homeschooling. Begin sharing American Heritage School's vision of small micro-schools throughout the world that bring an accredited, faith-filled, simple, affordable, and highly connected solution for parents who have never felt they could homeschool or who are homeschooling but feeling overwhelmed by it. Know that this demographic represents most of the families you will talk to.

### **Step 3: Partner with Us!**

You have the closest relationship and contact with your families. We have the history, credibility, and resources that many/most families will need to see to support you and your plan. We want to help you! You can host virtual info meetings with a member of our team. You can provide free trial accounts on Family School or LiftEd to families. You can hold in-person cottage-style meetings or social events (i.e., picnics, field trips, etc.) to help families get to know each other. We can put you in contact with other families in your area who are already part of our worldwide community.

### **Step 4: Reach Minimum Participation Level for Kick-off Event**

At a minimum level of interest, we can responsibly provide an FEC Kick-off event in your community. In terms of moving plans to launch, this is the single most significant event we can provide to support you in your desire to have your version of AHS in your community. Any parent who is even slightly curious or interested in learning about this new alternative will be especially inclined to attend a local, in-person



event if they can learn directly from AHS staff in an environment that is non-threatening, inspiring, and fun (nice meal provided, gifts, etc.).

We will learn what minimum level of interest is financially responsible as we experiment with our initial groups. For now, we set the minimum to 15 families. You set the stage, and we will be there! Our visit will be informative, but it will also be framed as a kick-off event (or launch). When we get there, we will be confident that you have two or three families who are committed and excited to be a part of your local AHS FEC. In many cases, your goal will be four or five families, and that is great! Your event can prompt other families to create similar FEC groups.

#### **Step 5: Plan the Kick-off with our Team!**

Once you have parents from 15 families signed up to join an event, we start kicking in high gear with the following.

1. Ask your families for a few times/dates that work best.
2. Provide those times/dates to our staff and decide on the best option together.
3. Secure a venue (conference room, church, home, etc.).
4. Communicate the venue, date, time, and details with your families. We will create a very well-designed paperless post invitation that you can email/text to all your families so they can RSVP.
5. Coordinate with our team to plan the finer details (lunch menu, staff member attending, agenda and sequence, gifts, etc.).
6. Host the event!

We look forward to spending the day with you and your friends!

Together we can bring AHS TO YOU...anywhere in the world!