Planning the Big Reveal

The Big Reveal marks the end of your recruiting season and the beginning of your grants process. It is the first gathering of members for the new Impact100 year and often the first impression a new member has of your chapter. This event sets the tone for everything that follows, welcoming members, celebrating your success, and announcing how many transformational grants your chapter will award. Keep it energetic, mission-focused, and full of gratitude. When your Big Reveal is done well, it unites members, excites nonprofits, and builds momentum for the year ahead.

Key Reminders & Best Practices for Your Big Reveal

Purpose

- Celebrate the close of your membership drive and announce total funds raised
- Reveal how many grants your chapter will award and the dollar amount of each
- Welcome new members and help them feel part of something meaningful
- Express gratitude to everyone who recruited, joined, and supported your efforts
- Launch your grant application process and energize your nonprofit community

Tone & Atmosphere

- Keep the event light, celebratory, and inspiring
- Make it personal and welcoming, not formal or procedural
- Incorporate a surprise moment for the actual reveal to create energy and excitement
- Celebrate your members and their generosity, not just the number
- Choose a location that encourages mingling and connection and that is accessible to members, with easy parking, etc.

Timing & Planning

- Schedule the Big Reveal a few weeks after your membership deadline to sustain momentum, but with enough time to allow accurate tabulation of your total member count and grant funding
- Invite all members and sponsors to celebrate
- Decide whether to make the event members-only or include nonprofits, depending on your goals

The Reveal Moment

- Keep your final membership number and total grant amount a closely held secret until the event. Make sure your board knows to keep this a secret!
- Use a fun, visual reveal such as a countdown video, banner drop, or card turning to heighten anticipation

Program & Engagement

- Recognize the generosity and hard work of your members and recruiting team
- Share a short story about your chapter's history or collective impact to reinforce mission
- Introduce committee opportunities and invite members to get involved right away
- Set up tables for Focus Area Committees and operational teams to answer questions
- Create opportunities for new and returning members to meet and mingle

Grant Application Launch

- Announce that your grant application process is now open
- Share the number of grants available, the total funding pool, and deadlines
- Direct nonprofits to your website for details, eligibility criteria, and resources
- Consider inviting nonprofit leaders to attend or tune in virtually so they hear the announcement firsthand

Follow-Up & Communications

- Have your communications ready to go once the reveal is public
- Send social media posts, emails, and a press release announcing your totals
- Send a separate email to nonprofits with grant application links and deadlines
- Use your tone of gratitude and excitement to build momentum and community awareness

Event Details That Matter

- Provide name tags for all members and sponsors to encourage connections
- Provide light refreshments, clear signage, and greeters to make members feel welcome
- Include short remarks from chapter leaders that celebrate and inspire
- Keep the program short, around 30 to 45 minutes, with time to mingle before or after
- Capture great photos and video for future use in recruiting and storytelling

Closing the Event

- Thank your members for making the Big Reveal possible
- Acknowledge that the celebration marks both an ending and a beginning, one season of giving complete and another just beginning
- Encourage members to get engaged
- Underscore upcoming deadlines and trainings for nonprofits