A successful District Event (Membership Summit, Assembly, Conference, Foundation event, etc..) starts with a timeline working **backwards** from the event date. There are a small number of usual failure modes for these events:

* Lead Time – **TOO SHORT** - The primary failure mode for District events is **Starting Too Late** and not providing the audience ample time to plan for attending the event. This is the #1 cause of low attendance. A “Save the Date” anything less than 8-10 weeks out is likely to find the date already taken on the prospective attendee’s calendar. Best Practice? Start promoting the event at least 10-12 weeks in advance, preferably 12.
* Open Registration – Second highest failure mode is: **Not providing a “Call to Action”**, like “***Register NOW***”. A “***Register Now***” invitation is 5 times more likely to get you an attendee than a “Save the Date”.
* Intentional Promotion – Third highest failure mode is **assuming 1 or 2 email invitations will suffice**, or that email “*ALONE*” will get the job done.
* NOT a “Stand Alone” Event – Included with another event, TRF or PI Events. The problem is that you need ALL the Presidents, PEs and Membership chairs at the Membership event, not split with other interests.

Besides advance planning (allowing enough lead time for members to get registered), a successful membership event has several essential ingredients, most of which occur before the event:

**Best Practices**

* ***Lead Time*** – Allow a minimum of 10 – 12 weeks. Recommend 12 or more for proper planning.
* ***District Membership TEAM Selection*** – Include those club leaders that have a proven track record of membership engagement & growth.
* ***Select Date and Location*** – Coordinate with DG Calendar & DG Leadership Line and have centralized location.
* **Maximize Training Support –** Include Zone RC Team and RI Membership Officer, Audley Knight.
* ***Plan AGENDA as a “Stand Alone” Event*** – To achieve maximum results DO NOT include with Foundation or PI Events. The problem is, you need **all** Presidents, PEs and Membership Chairs. That doesn’t happen if they attend other sessions.
* ***Schedule “SAVE THE DATE” Promotion*** – at Pre-PETS, PETS, and District Training Assembly.
* ***Simplify Registration*** – Enter the event on the District DACdb Calendar and Open “*Online Registration” (*10-11 weeks out), where members can register themselves and their guests.  
  Include a **Registration Link** within the PMail – not “Go to DACdb and register.”
* ***Use “REGISTER NOW” Email*** – to target attendees starting 3 months out (every other week), then every week at 2 months out. Use **Reconcile** to avoid bothering those who have registered or regretted.
* ***Follow-Up Personal Phone call*** – by Membership TEAM & AG’s to club leaders not registered. (4-6 Weeks out).
* ***Reminder Email “You are Not Registered Yet!”*** – (Weeks 4 & 3) Follow-up with Personal Phone call to the clubs not registered.

Suggested minimum timeline for a Successful Membership Summit Event:

|  |  |  |
| --- | --- | --- |
| *COUNTDOWN* | *Date* | *ACTIVITY* |
| T-0 |  | Event Date - MEMBERSHIP SUMMIT |
| T-5 Days |  | Registration Closes |
| T-1 Week |  | Last Call “REGISTER NOW!” Email |
| T-2 Weeks |  | Reminder Email – “You are NOT” Registered YET!” |
| T-3 Weeks |  | Reminder Email – “You are NOT” Registered YET!” |
| T-4 Weeks |  | “REGISTER NOW!” Email |
| T-5 Weeks |  | “REGISTER NOW!” Email |
| T-5 Weeks |  | Phone Campaign – Week 2 |
| T-6 Weeks |  | “REGISTER NOW!” Email |
| T-6 Weeks |  | Phone Campaign – Week 1 |
| T-8 -10 Weeks |  | “REGISTER NOW!” Email – “What, Why, When, Where |
| T-11 Weeks |  | REGISTRATION OPEN |
| T-11-12 Weeks |  | “SAVE THE DATE!” Email |
| T-12 -16 Weeks |  | Venue Selection/Contracting  Assemble a “Membership Summit” Planning Team  Selection of Presenters and Agenda  Regular meetings of the Planning Team |

Link to **District Membership Summit Timeline & Task List**: [**www.rizones33-34.org/?s=timeline**](http://www.rizones33-34.org/?s=timeline)