

A photograph of a campsite in a forest. Several silver Airstream trailers are parked in a row. A dark pickup truck is parked in the center. The background is filled with tall, thin trees. The text "Rally Planning" is overlaid in the center.

Rally Planning

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Agenda

1. Why
2. Where
3. When
4. Help / Co-host
5. Reservation / Money Collection
6. Meal Planning
7. Events
8. Execution & Follow-up

Why

- Do you like to go to rallies?
- So do other people!
- Rallies are the core event of our Clubs. It gets us out camping in our Airstreams with other Airstreamers.
- The number 1 challenge in Club leadership is getting people to host rallies.



Where should you have your rally?

What do you want your ralliers to do?









Where

- Choose a campground that YOU (as the host) know and have stayed at before
- Near an event or point of interest?
 - Concert
 - Holiday weekend
 - Wine/beer/spirits nearby
 - Theme
 - Seclusion
- What hookups do you need? (medical needs, dump station OK?)
- What hookups DON'T you want (i.e. boondocking rally)
- How many spaces do you need?

Where

- What is the group reservation policy of the campground?
 - Each reserves their own site
 - Club collects registration info and money and works with the campground (wagonmaster)
 - Club makes arrangements, but people must call in to reserve their site
- Does the campground have a clubhouse or other group use area?
 - Is there a cost?
 - Cost if the group drops below a minimum number of sites?
- Check it out on Google Maps satellite and street views (a lot of photospheres)

When

- Weekends
 - Start on Wednesday?
Thursday?
 - Extend to Monday morning?
Tuesday?
- Holidays. Use them or avoid them?
- Are families with kids / grandkids involved in your Club?
 - Consider school holidays or out of session dates
 - Summer/holiday breaks
- When does the campground have availability for your group size?
- Weekday rally?



Help / Co-host

- Do you need a co-host?
 - No
 - Known area/campground
 - You are an experienced host
 - Coordination / agreement can be difficult / frustrating
 - Yes
 - Training for someone that the Club wants to grow into hosting
 - You can't get there in time for the start date of the rally
- Help with specific parts is usually possible without an official “co-host”
 - People are sometimes more agreeable to tasks without the co-host title
 - Greeter (pre-rally days) when host isn't yet on site
 - Meal prep/serving
 - Specific event planning, e.g. bike ride, wine tasting, kayaking, hike
 - Fire monger (collect, position, and start fire pits; bring/buy/collect wood)



Registration / Money Collection

- Coupon (paper) + check
 - Manual tracking of responses by host
 - Paperwork retention + sending to Treasurer after the rally
 - No money moves (checks not cashed) until after the rally
 - Easy cancellations (usually). Campground policy can get in the way.
 - Club must lay out deposit(s) and potentially cash-advance to the host(s)
 - Only cost is postage
- JotForm (online form with PayPal integration)
 - All registration info is collected in the form online and stored in a downloaded table (Excel)
 - Payment is collected instantly via PayPal (or credit card) and deposited directly into the club's account
 - Annual fee for JotForm (~\$250/yr for non-profit)
 - PayPal fees 3.49% + 40 cents



Registration / Money Collection

- Get the word out! Repeatedly!
 - Email, email, email, and then email again. Hopefully your club has a distribution list (Google Groups, MailChimp, etc.)
 - Newsletter (full-page ad or in rally calendar)
 - Club's social media
 - Use Facebook's event function within your Club's Facebook page.
 - Club's website / rally list
 - Keep it up to date!
 - Rally Chair, Webmaster, and Pres/VP need to work together to ensure updates and correctness.





Where can a person get a good meal around here?





Meals

- Happy hour
 - Consider hunger, time until dinner
- Breakfast?
 - Highly appreciated / way to gather for the day
 - Low-maintenance: OJ, hard eggs, fruit, muffins
- Potluck, potluck, potluck
- Catering
- Host(s) provide
 - Cost effective but labor intensive for the hosts
 - Rally fee, but usually appreciated by the attendees that they didn't have to prepare something.



Meals

- Consider overall costs for someone to attend your rally
 - Fuel round trip \$100 (100 miles one way, 10mpg, \$5/gal)
 - Campsite fees \$150 (2 nights)
 - Meal cost
 - Potluck \$10-20 per family
 - Catering 2 people \$40; 4 people \$80
 - Host made, 2 people \$10; 4 people \$20



Food/Meal Cost Planning

	A	B	C	D	E	F	G	H	I	J	K
1			Rally Shopping List								
2			Source	Price	Serving size per person	Serving unit	Servings per container or unit	Units to Buy	Total Cost w/ tax	Price/ Pers.	Refrig. Req'd?
3	Saturday - Dinner										
4		Meat burgers (80/20 grind, 1/4 lb, 40ct)	Smart&Final	\$34.99		ea	40	1	\$ 39.36	\$0.80	yes
5		Meat burgers (80/20 grind, 1/4 lb, 10ct)	Smart&Final	\$15.00		ea	10	1	\$ 16.88	\$0.34	yes
6		Beyond Burgers	Costco	\$14.99		ea	10	1	\$ 16.86	\$0.34	yes
7		Hamburger buns (plain type)	Smart&Final	\$4.49	1.00	ea	24	3	\$ 15.15	\$0.31	no
8		ketchup (Costco size)	Smart&Final	\$5.00	1.00	ea	100	1	\$ 5.63	\$0.11	yes
9		mustard (smart & final size)	Smart&Final	\$2.00	1.00	ea	50	1	\$ 2.25	\$0.05	yes
10		Bitchin' sauce	Costco	\$8.00	1.00	ea	200	1	\$ 9.00	\$0.18	yes
11		Mayo (12 oz squeeze bottle)	Smart&Final	\$4.00	1.00	ea	50	1	\$ 4.50	\$0.09	yes
12		Pickles	Smart&Final	\$2.00	1.00	ea	75	1	\$ 2.25	\$0.05	yes
13		Iceberg lettuce	Smart&Final	\$1.00	2.00	leaf	50	2	\$ 2.25	\$0.05	yes
14		Tomato	Smart&Final	\$1.00	2.00	slice	6	17	\$ 19.13	\$0.39	no
15		Onion	Smart&Final	\$1.30	2.00	slice	15	7	\$ 10.24	\$0.21	no
16		Individual chips	Costco	\$19.99	2.00	ea	54	2	\$ 44.98	\$0.92	no
17		Cookies	Costco	\$8.00	2.00	ea	24	5	\$ 45.00	\$0.92	no

Food/Meal Cost Planning

19	Misc								
20		hand soap					\$ -	\$0.00	no
21		dish soap					\$ -	\$0.00	no
22		wash rag / scrubber					\$ -	\$0.00	no
23		serving trays					\$ -	\$0.00	no
24		tongs					\$ -	\$0.00	no
25		serving spoons					\$ -	\$0.00	no
26		chef's / cutting knives					\$ -	\$0.00	no
27		foil	own				\$ -	\$0.00	no
28		hot pads	own				\$ -	\$0.00	no
29									
30	Grand Total			# People	49		\$233.47	\$4.76	
31				# Adults (i.e. fee income)	49	paypal increase	\$253.62		
32	Budget			Meal fee	\$6.50		\$318.50		
33									
34	Variance to Budget					over/under	\$64.88		

As host (and if providing a meal), you have to guess at this BEFORE sending out the rally registration

Account for
PayPal (or
other service)
fee losses

Over budget due to number of people and pricing/quantity updates as the rally evolved



What events are you going to have at your rally?

Will there be a theme?







Events

- Fire ring gathering
- Local events (parade, fireworks (pets!), etc)
- Wine/beer/spirits tasting
 - On-site at the rally
 - Off-site at a commercial establishment
- Holiday related (white elephant gift exchange, trick or treat)
- Newbie rally
- Maintenance rally
- Installation rally
- Trailer crawl
- What do **YOU** want to do? Something you find enjoyable is going to be much easier to plan.

Execution & Follow-up

- At the rally, BE PRESENT and AVAILABLE
 - Assign yourself (as host) a camp site...
 - that can see the arrival road
 - that has space for gathering or is near the clubhouse
- Greet people as they arrive
 - Can be a wave to veteran members as they are rolling in
 - If someone is paused in-tow, go over and see if you can help guide
 - Once someone is setup, go over and greet in person. Remind of the next event (usually happy hour)
- If someone looks confused, ask what's up
- Wander around and talk to people that are out. Make sure you see at least everyone face to face once during the rally.



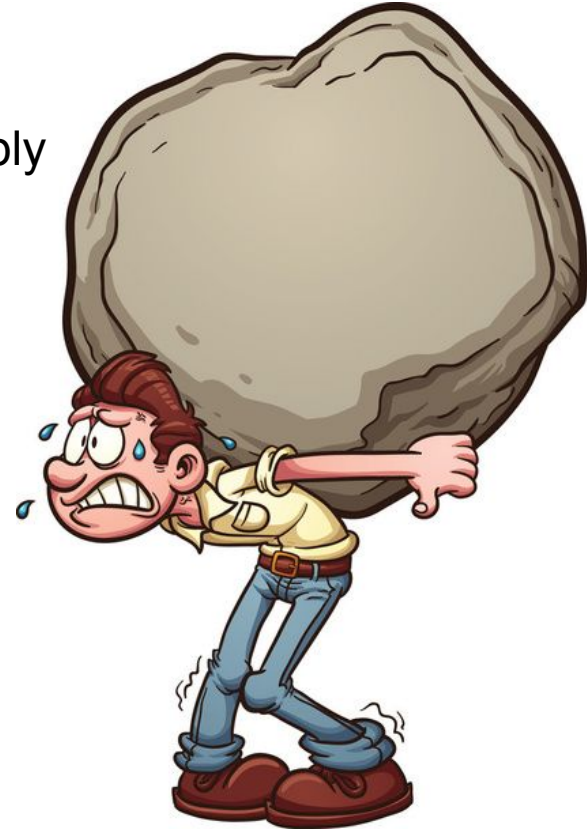
Execution & Follow-up

- The person to clean-up, collect trash, take out the trash IS YOU, or at least to lead it
- Communicate, communicate, communicate during the rally
 - WhatsApp group
 - Whiteboard at the host site or gathering area
 - For important things, walk around to every site and knock on doors if need be
 - Mingle
- Post to the Club's Facebook group during and after the rally
- Email everyone after the rally and extend thanks, link to online material



Don't Know Where to Start? Need Help?

- Talk to your local Club leadership
 - If you want to host a rally, they will let you and probably bend over backward to get you in to the schedule
 - They probably already have resources that they can share with you (check website)
 - Volunteer to co-host a rally with a veteran host in the club
- Talk to people who hosted a rally that you really liked
 - People will be flattered
 - Hosts do it because they want to, so they are usually more than willing to share
 - Maybe wait until after the rally is over, though



Q&A

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