

# **MN AIRSTREAM CLUB**

## **Event/Rally Planning Guide**



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## Event/Rally Checklist

1. Select location, date, activity highlights: \_\_\_\_\_
2. Contact President for approval.
3. Find event/rally co-hosts if you want.
4. Coordinate details with event/rally location/campground.
5. Create a basic outline of event/rally activities, meals, etc.
6. Make a preliminary budget and have it approved by the Executive Board (see Policy Manual).
7. Set your event/rally fee.
8. Determine when to commit to:
  - a. Campground
  - b. Entertainment (optional)
  - c. Transportation (optional)
9. Have the Treasurer make any advance payments/deposits.
10. Publicize your event/rally:
  - Send event/rally write-up to Webmaster
  - Send event/rally write-up to Newsletter Editor
  - Send registration information to the Webmaster
  - Write and share the Rally Program
11. Make a roster of attendees, including email addresses. It can be completed electronically or manually.
12. Track all expenses. Save receipts and submit to Treasurer for reimbursement. Include your completed Rally Form.
13. As an option, decide upon a charity, and how you would like to provide support (see Policy Manual).

## How to Host an Event/ Rally

Hosting an event/rally should be enjoyable for both the hosts and attendees! The goal of this guide is to provide organization for all the different tasks our event/rally hosts face and help make your event/rally successful.

1. Decide a location, an approximate date, and what activities would be available. If using a campground, check that a event/rally would also work with their calendar, and they would be willing to set aside a block of sites.

2. Contact the current President and/or the current 1st Vice President and discuss your ideas.

If the event/rally fits into this year's calendar, the President will add you to the schedule, and give you the go-ahead to start planning.

If the event/rally fits into the next year's calendar, the 1st VP will add you to the schedule, and give you the go-ahead to start planning.

Now is the time to ask another member to help host the event/rally!

3. Once you have the go-ahead, it's time to lock down some details with the campground. If private, it's best if attendees are permitted to contact the campground directly and make their own reservations. Don't commit to fees or deposits for campgrounds and other events until the budget is approved by the Executive Board.

Other examples of locations would be fairgrounds, private land, state/county/municipal parks. Will the location have a pavilion or shelter to use for gatherings during rain? If not, you may want to contact members for loan of pavilions if allowed by campground and room is available. Consider renting a pavilion from a commercial service and having them install it. Sometimes renting an extra campsite is a good idea for the pavilions.

If a deposit is required, contact the President and Treasurer to arrange payment directly to the vendor (campground, bus service, catering, etc.). You should not have to pay the deposit from your own pocket. However, if you choose to pay the deposit directly (after getting approval from the President), the Treasurer can reimburse you.

4. Brainstorm with your cohosts to prepare a preliminary event/rally schedule. Make lists of possible activities, research costs for tours, and make meal decisions. This planning will be necessary to set your event/rally fee. Make an outline of your schedule. Remember, this is a preliminary schedule, changes will happen!

5. Prepare a preliminary budget, set your event/rally fee, and get it approved by the Executive Board (see Policy Manual).

What meals do you want to organize for the group? Potluck? Taco Bar? Breakfasts? Coffee? Catered Dinner/Pizza? Bring your meat and a side to share? Or all meals on your own! Use your imagination and choose something you enjoy and are comfortable providing!

How much support will you be requesting from Club funds (see Policy Manual)?

Now to estimate those event/rally fees. These guidelines are for a 4-day, 3-night event/rally. Adjust these amounts for longer rallies accordingly.

Coffee and condiment: Allow \$3/adult for a 3-morning event/rally.

Breakfasts: Allow \$10/adult for a 3-breakfast event/rally is a good starting point. (Based on 2023 prices.)

This will provide a decent amount of food for the group. If you have something special in mind that may be more expensive, just adjust the allowance to meet your estimated cost.

Dinners: Do you want to provide food? Estimate the cost per person, for example, a loved local pizza place. How many people will their large pizza feed? Use the average pizza price and divide it by number of servings. Again, \$10/adult may provide an adequate pizza budget! Another guideline is \$5/adult to put on a good taco bar. Do this estimation method for any food you want to provide your event/rally guests. And round up the head count a bit to ensure adequate quantity.

Rally plates/utensils/napkins: You decide if you want to provide. Estimate \$4-5/person (based on 2023 prices) to include for all breakfasts and dinners.

You may want to check in the MN Airstream Club shed at the MN Airstream Park for items you need. If you need something from the shed (coffee pots, utensils, etc.), you can always contact someone who stays in the Park and is coming to the Rally to bring it for you to the Rally. There's a list of items in the shed on the MN Club website at this link: <https://airstreamclub.org/minnesota/club-administration>.

Costco and Sam's Club are an excellent source for reasonably priced food/plates/etc. in event/rally quantities.

Once you have decided all you will provide, add up the costs per person, and that will be your event/rally food fee/adult.

Typically, morning coffee/tea/hot chocolate and condiments are provided to Rally participants as part of their event/rally fee. There's a timer in the Club shed with the coffee pots so you or whoever is doing coffee for the event/rally isn't up at 5:00 am setting up coffee every morning!

Other Rally Fees: Some locations may have a shelter or building that we can use but charge a rental fee to allow our group sole use. If you want to use the facility, divide the cost of renting the facility by the number of adults you estimate will attend. Add that per person estimate to the event/rally fee calculation.

Is there an activity with a cost that you want the entire group to attend? A local tour, a speaker coming on site, music, a museum, a boat ride... then add the admission or fee/donation (divided among attendee estimate if the cost is for the group) to the event/rally fee.

Estimating Rally Attendance: For the other event/rally expenses above, you will need to estimate the event/rally attendance. On average, rallies will attract 20-25 units, 40-50 adults. But your circumstances may be different - a very popular location, a special event occurring during your event/rally, or even a small venue that would limit parking to 15-20 units. Keep in mind that cancellations may total up to 20% of those who initially register for the event/rally. Use your best judgement. Don't be afraid to ask for help! Remember, our Trustees are a great resource.

If you would like to have a group meal at a local restaurant, like a Friday Fish Fry, and have everyone pay their own tabs, use the Online Registration Form to track interested attendees. This will give you a head count to keep the restaurant informed. This same method can also track interest in other activities without collecting money.

When planning meals, keep in mind some people have dietary restrictions. Try to accommodate those needs if practical.

Extra events can be handled other ways too. First option, people can pay their own admission at the activity. This works well if people choose to come during their free time and will arrive at different times. The second option would be to list an activity with the cost as an a la carte item on the Online Registration Form. These activities may be more expensive, such as a scenic boat ride, and the group would attend at specific time together. The ticket cost would be paid at the time of registration. This type of prepaid activity will require your coordination with the Treasurer to receive a check prior to the event to pay the venue.

Remember to ask if group discounts are available.

If members will be carpooling to an event, print up instructions about how to get there, the address, and parking locations.

Example of calculating event/rally fees:

Breakfast allowance per person (3 mornings)	\$10
Dinner allowance per person (Pizza/salad night)	\$12
Plates/napkins/utensils/tablecloths/decorations	<u>\$4</u>
Total Rally food estimate per adult	\$26
Building fee (\$100/50 attendees*)	\$2
Local artisan demo (\$200/50 attendees*)	<u>\$4</u>
Initial Rally Fee per Adult:	\$32
Club support (\$1,000/50)	\$20
Final Rally Fee per Adult:	<u>\$12</u>

\* The total cost of the fee is divided by the estimated number of attendees to give a cost per adult.

On the Registration Form:

RALLY FEE, PER ADULT (from above)	\$12
RALLY FEE PER UNIT (if applicable)	\$0
OPTIONAL PREPAID ACTIVITY (Tour, etc.)	<u>\$30</u>
Total Fee Collected per adult** (including optional activity):	\$42

\*\* If the person registering does not want to go on the optional activity, then the total fee collected would be \$32 per adult.

Children’s Rally Fees: Set your children’s event/rally fees. They may be different from the adult fee. For example, kids under 5 do not eat as much as teens and adults. Ask for help if you need help figuring this out. The registration form can price adults, teens, and kids differently as needed.

The goal of every event/rally is to meet the event/rally budget with no large overage or loss. Event/rally hosts should do their best to estimate expenses and set adequate event/rally fees. Refer to the Policy Manual for steps to take If the total amount collected is less than total expenses.

6. Publicize your event/rally. Write a few paragraphs about your event/rally (see following paragraph). This information will be shared in several ways: the Silver Times Newsletter, the MN Club’s Website, and Email. (The Blue Beret calendar is completed by Club Headquarters based on the Event posted on our website.)

Write up a description of your event/rally. Include the location, dates, and as much information on the event/rally schedule as possible. If possible, include photos and maps of the campground. Also, a link to the campground website. Include the event/rally fee and campground costs. Remember that this information can always be updated. Your write-up is what will provide details and entice members to attend!

Email a copy of the event/rally information to the Webmaster. This will get your information in the event section of the MN Club’s website. It will also provide details for the Registration Form that the Webmaster will put together (more on this later).

Email a copy to of the event/rally information to the Newsletter Editor. The Newsletter Editor will include the event/rally information in the Event Schedule as well as include your event/rally information as an article in the newsletter.

When you are ready to have members register for your event/rally, contact the Webmaster to set up the registration form. Include all the information, event/rally fees - adult/children, any other fees, and any optional items and fees. The Webmaster will work with you to finalize and test the registration form. Check with the President and Webmaster for when this must be done.

The Webmaster will send out an email to the entire club when registration is open. Each person registering will automatically receive a confirmation email, and a notification email will automatically be sent to you, the Webmaster, the President, and the Treasurer.

If you want, the Webmaster can provide a link to an online form that will show you all of the current registrations. Another option is to request the current registration information from the Webmaster, who can send it to you as an Excel spreadsheet or a PDF document.

Remember to register for the event/rally! As the Rally Organizer, your Rally Fees will be covered by the Club (and 1 co-leader couple also).

7. Make a roster of event/rally attendees. If sites are being reserved directly by the campground, work with the campground to let you know who has registered. Build an email list to contact attendees. This is important to keep attendees informed!

Email all attendees a copy of the Rally Program/Schedule. Use your email list to notify everyone of changes or send out updated programs. Allow enough time for people to plan potluck contributions, Happy Hour snacks, etc. (usually a week ahead of the Rally is good).

8. Financial/Accounting Responsibility:

Bookkeeping requirements for event/rally expenses will be determined by the Club Treasurer.

Keep all receipts for any event/rally expenses paid directly by the event/rally hosts. Use the Rally Accounting Form to list and track all expenses and any income received at the Rally. There is no need to report event/rally income received via JotForm Registrations as the Treasurer already has that information.

Do NOT use cash received for event/rally expenses. That messes up our income/outgo accounting.

If you receive checks for any event/rally activity, make sure they are payable to "Minnesota Airstream Club".

When the event/rally is complete, send the Rally Accounting Form along with copies of all receipts to the Treasurer for reimbursement. Include any checks received. If you have received any cash payments, give the cash directly to the Treasurer along with a note explaining what the



cash is for. DO NOT SEND CASH IN THE MAIL. If you cannot give the cash directly to the Treasurer, then write out a personal check for the cash amount and send that to the Treasurer.

The documentation can be submitted electronically via email, with scanned receipts. Copy the President so he/she can approve the expenses.

9. Optional Donations: Select a non-polarizing local cause to benefit from a group activity, a financial donation, or donations of gifts (see Policy Manual). Contact the local city for suggestions if needed. Donation checks should be made payable to the charity, not the MN Airstream Club or you. We want to avoid having donated funds go through the Club's checking account.

10. Prior to the event/rally, put together a Welcome Packet. This should include a list of the event/rally attendees, local attraction brochures, maps, and items provided by the local Visitor's Center.

11. Enjoy the event/rally! After all the preparations, try to relax and enjoy your event/rally.

Ask event/rally participants for help when you need it, you will have many offers. Some regular activities, such as introductions by everyone during the first happy hour are great ice breakers. As stated in the beginning, do things you enjoy. Set up game night, play a movie, have a jam session with our talented musical members. What have you enjoyed at a past event/rally? Did not enjoy? Our membership has varied interests and talents, just waiting for you to discover!

12. At the Rally, introduce new people to everyone around a campfire or at a Happy Hour. Make sure new people know about how the Rally "operates" such as where morning coffee is to be set up, bringing meal service and beverage to meals and beverage and snack if desired to Happy Hour.

## Rally Organizer Guidelines

It's up to the Rally Organizer, with approval of the Executive Board, to determine what the Rally Fee is and what's included in the Rally Fee. Typical items to include in the Rally Fee may be:

- Coffee & condiments (cream, sugar, tea, sweetener, etc.).
- A Club provided breakfast.
- A Club provided dinner.
- Door Prizes.
- Decorations.

Camping fees and optional items such as tours are typically not included as part of the Rally Fee but are separate items. However, if a tour or entrance fee is going to be part of the event/rally, and not optional, then that cost may be included in the Rally Fee.

The Rally Organizer sets the budget for the Rally and has it approved by the Executive Board. The budget provides the basis for the rally fee. That budget should be the guideline for expenditures for the event/rally.

Refer to the Policy Manual for steps to take when expenses exceed collected fees.

Refer to the Policy Manual for handling of PayPal transaction fees.

Optional: Identify a nonpolarizing charity/cause for members to donate to at the event/rally. Coordinate with the charity as needed for the event/rally. For example, have a representative come talk at the event/rally, see if they provide any brochures, have a collection point at the Rally for donations, etc.

- Reminder here that we are a 501(c)7 organization as defined by the IRS. We can't do politics or have a conflict of interest by profiting from our donation. Good common sense should dictate all decisions.
- It is important to keep these funds separate from the Club's funds. Have any donation checks made payable directly to the charity.

Provide a financial summary of the event/rally to the Treasurer within 15 days after the Rally ends. The summary should include:

- Rally Fees collected at the event/rally. Payments collected via JotForm do not need to be reported.
- Monetary support received from the Club.
- Major expenses itemized (dinners, tours, entrance fees paid, etc.).
- Miscellaneous expenses incurred.
- Receipts for expenses so the Treasurer can reimburse you.
- Expenses need to be approved by the President.

Coordinate with the Treasurer if funds are needed prior to the Rally to purchase tickets, pay deposits, pay entrance fees ahead of time, etc.

In general, the MN Club should not be making a large profit on a Rally. Nor does the club want to lose money. However, sometimes you need to take a risk by purchasing a block of tickets ahead of the rally

budget approval and before all registrations are in. Refer to the Policy Manual for steps to take in such cases.

## MN Club Officer Contact Information:

Contact information for the MN Airstream Club officers can be found here:

<https://airstreamclub.org/minnesota/minnesota-airstream-club-officers-contact-info>

## Rally Expense Report (Example)

The Treasurer will put together the final expense report showing all income and outgo. This report below will help the Treasurer complete the final report.

**DATES OF RALLY:** \_\_\_\_\_ **TO** \_\_\_\_\_ **AT** \_\_\_\_\_

**NUMBER OF ATTENDEES:** \_\_\_\_\_

**RALLY FEE PER PERSON:** \_\_\_\_\_

**ACTIVITY FEE PER PERSON:** \_\_\_\_\_

**SUPPORT FROM CLUB PER PERSON:** \_\_\_\_\_ -

**NUMBER OF PERSONS:** \_\_\_\_\_

**TOTAL AMOUNT COLLECTED:** \_\_\_\_\_

**EXPENSES:**

**FOOD:**

**TOTAL AMOUNT FOR GROCERIES:** \_\_\_\_\_

**TOTAL AMOUNT FOR CATERED MEAL:** \_\_\_\_\_

**OTHER EXPENSES:**

**SHELTER FEE:** \_\_\_\_\_

**OTHER AMOUNT:** \_\_\_\_\_ **REASON:** \_\_\_\_\_

**OTHER AMOUNT:** \_\_\_\_\_ **REASON:** \_\_\_\_\_

**OTHER AMOUNT:** \_\_\_\_\_ **REASON:** \_\_\_\_\_

**TOTAL AMOUNT SPENT:** \_\_\_\_\_

**DIFFERENCE BETWEEN AMOUNT COLLECTED AND SPENT:** \_\_\_\_\_

Scan and email, or mail, all receipts for the expenses you paid to the Treasurer. CC the President so he/she can approve the expenses. The Treasurer will mail you a check.