

# Region Rally Toolkit

This document is designed to be a Toolkit, to help the Region Rally Planning Committee (RRPC) organize and execute great region rallies. These tips are gleaned from years of experience setting up and attending successful rallies. We are looking for one or two members from each of our clubs to sit on this year's RRPC, and future year's RRPC may have members cycle in and out. The Region 12 (R12) Board is moving towards the concept to help create the rallies that we all want to attend, and we feel this best accomplished by lots of member involvement.

**Site selection:** Many factors go into choosing a location for the Region rally. Some of the things to consider are the number of spots available, seasonal weather, driving distance, cost, rotating between Northern California, Southern California and Nevada and personal camping experience at the proposed location. Here is a list of suggested steps to take:

1. RRPC Future Planning Sub-Committee develops short list of potential sites for subsequent years' rallies.
2. RRPC rank & vote on the potential sites and present to the R12 leadership.
3. RRPC announces the final site selection based on vote results.
4. RRPC members may do a site visit if the location is unfamiliar with the RRPC.
5. With the R12 Leadership's approval, the RRPC reserves sites, creates a preliminary budget, rally fee and schedule of events.
6. R12 Leadership reviews, revises and approves "Rally Fee" (venue price, and assumed number of attendees).

**Rally Site:** If the site is not well known to RRPC members, some committee members will rally at the selected site well in advance of R12 Rally. This is an opportunity to discuss/confirm rally assignments, timing, resources, caterers and other services, resulting in an estimated "Rally Fee" budget, which is presented to the R12 leadership. Creation of a site or theme specific logo is recommended so that it can be made into a sticker, added to the R12 website, Facebook page, registration, and included in the rally correspondence.

## **Rally Sub-committees:**

1. Parking/Welcome: (8-10 people)
  - A. Upon arrival, will welcome attendees and give goodie bags.
  - B. Escort team will be notified via walkie talkies and escort attendees to sites.
2. Communications: (2 people)
  - A. Event Registrar will work with treasurer and web master.
  - B. Promote event through R12 mailing list, ACI web page and Facebook page.
  - C. Send out regular communications to attendees.
  - D. Utilize group texting platform (What's App)
  - E. Consider PA or other sources to allow for maximum participation.
  - F. Create and disseminate electronic after-event survey.
3. Meals: (6-10 people)
  - A. Identify caterers; ask for references.

- B. Determine number of catered meals—breakfast, lunch &/or dinner.
- C. Offer gluten free and vegetarian options.
- D. Contract with caterers - share deadlines.
- 4. Activities: (4-6 people)
  - A. Entertainment—some examples below
    - 1) Research and create a list of area attractions.
    - 2) Games
    - 3) Pet &/or People Costume Contest
    - 4) Roving Happy Hour
    - 5) Jam Session
    - 6) Musical or comedy performances
      - a) Identify options.
      - b) Obtain contractual information and costs to share with RRPC for approval.
    - 7) Annual Swap Meet
  - B. Education—some examples below
    - 1) Determine session topics (use survey results to assist)
    - 2) Work with RRPC and R12 Leadership to find subject matter experts & presenters.
    - 3) Maintenance
    - 4) Batteries & Solar
    - 5) Backing Up
    - 6) Organizing
    - 7) Cooking
    - 8) Photography
  - C. Exercise—some examples below
    - 1) Bike Rides
    - 2) Hikes
    - 3) Yoga
    - 4) Line Dancing
  - D. Work with Communications Sub-Committee to promote and organize.
- 5. Charity Partnership: (4-6 people) (See below—Silent Auction Baskets)
  - 1) Live Auction
  - 2) Silent Auction
  - 3) 1 Basket/club
  - 4) Themes for baskets
  - 5) Consider charity type (Veterans, Wildlife, Children, Firefighters, Red Cross, Pets)
  - 6) Consider timing and/or activity to foster active involvement.
- 6. Sponsorship: (1-2 people)
  - 1) Dealership sponsorship (closest to rally location)
  - 2) Appropriate Vendors

**Budget & Allocations:** RRPC will create the RR budget and cost for attendees. RRPC creates the final Rally fee budget and allocations, e.g. by meal, by activity, etc., and proposes to R12 Leadership for confirmation/approval. Budget must be approved prior to rally registration available.

**Registration:** Work together with the Region Webmaster to create a Jotform registration form for the RR. This form will initially be sent out to all Region 12 members' individual email accounts. Afterwards it can be shared in club and region newsletters as well as on the R12 web page. When registration opens

up, the Jotform will generate a spreadsheet, listing the registrants, as well as sending a registration confirmation to the attendee and a copy to a designated person on the RRPC.

**Silent Auction Baskets:** Region 12 has a rich history of partnering with local and nationwide charitable organizations. The Auction Sub-committee will research and work together with the RRPC in the location where the rally is being held to identify several charity organizations. After careful consideration, the eligible charities will be voted on by the RRPC and the selected recipient will be shared with the R12 leadership for approval. The RRPC will notify the selected organization, make any appropriate arrangements, including a plan to communicate to the R12 rally attendees. The RRPC will ask a representative of the charity for their attendance during the donation presentation.

**Committee Meetings/Communications:** Zoom call meetings will be held monthly or on an as needed basis. Notes from these meetings will be shared among the RRPC and be made available to R12 leadership at any time. Google drive, docs etc will be utilized by the RRPC to manage workflow. Work with Communications sub-committee to assure that all rally information to the Region 12 local clubs. This includes communications on the ACI website, Facebook page, Region 12 newsletter and in local clubs' newsletters.

1. Work together to create some information to share with the rally registrants.
  - A. Rally theme
  - B. Local points of interest
  - C. Local history
  - D. Rally site rules (quiet hours, generators, pets, etc.)
  - E. Maps or special directions to the rally site, including any time of arrival constraints.
  - F. Tentative schedule of events as determined by the Activities Sub-committee.
  - G. Consider sharing the schedule with attendees early (2-4 weeks in advance) everyone likes to know how to plan for meals and exploring the area.
  - H. Include deadlines with cancellation information, including any fees attendees may be responsible for.
  - I. Include what attendees should bring: ie: raffle basket for each club, items for a swap meet, costume items for a theme night, pet costume contest, golf clubs, game equipment, etc.
  - J. Indicate if there is an additional registration for any extra events: Tech sessions, Wine Tasting, Golf tournament, etc.
2. Send out a welcome letter with details about the rally, including some of the above topics.
3. Send out an update 1 month out from the rally with more specifics (time of arrival, schedule etc.)
4. Work together with the board to plan the welcome and get ready to party!
5. After the rally, implement a thank you for attending email with a link for attendees to answer a survey about the rally. No rally is ever going to be perfect. Things happen with the weather, vendors, food, cancellations, difficulties of all kinds, but it can be helpful to know what went particularly right or wrong for planning future events.
  - A. RRPC to create "Lessons Learned" document to summarize R12 Rally results & observations.
  - B. RRPC to brief R12 Leadership on document to help fine-tune subsequent years R12 Rally

**Remember that the rally is all about the club members, and with the right attitude it will be a great experience, because We Rally Together.**