

RALLY GUIDELINES

Timeline:

- Rally proposal submission date - Site, Date, Proposed budget
- Approval turnaround.
- Insertion into the coming season calendar.
- Review of invitation papers by rally committee
- Date for distribution of invitation
- Deadline for registrations.
- Be aware of conflicting events with other organizations.

Dates:

- Preferable days for the rally will be Saturday and Sunday.
- Fridays have proven to be poorly attended because most people work.

Budget:

- Treasurer will provide a form to estimate the cost.
- Treasurer will provide a form for keeping track of expenses and income.
- Expected expenses- Postage, Name Badges, Photo copying, Envelopes for invitation letters and registration packet.

Registration Form:

- Create a standard template.
- Set registration deadline 3 weeks before the rally.
- Fee is \$15.00 per person.
- Have checks made out to ???
- Send checks to Treasurer on a timely basis. Monthly?
- You can request help from the Chamber of Commerce or Tourist Bureau to help with the mailing. Stuffing envelopes, addressing, and even postage if they have enough budget.

Hotel Rooms:

- Block 30-35 rooms.
- Set the reservation deadline for holding the blocked rooms. Probably one month before the rally.
- Request a group rate.
- Find out if breakfast or other amenities are included.
- Ask for use of a complimentary Hospitality Room?

Invitation Letters:

- Include the dates of rally.
- Location of rally and hotel
- Include hotel group rate and contact information. Phone Number.
- Directions to hotel or rally site. Include a map if necessary.
- Rally agenda.
- Be sure that COAA is clearly mentioned as the sponsor of the rally.

- Include information about the rally site that gives the reason for selecting the town or park.
- Do not include commercial advertising or self promotions.
- Keep the weight of the envelope to the minimum postage rate for a letter. Don't let yourself be surprised when you get to the post office to find that your letter requires extra postage.

Publicity:

- Carousel Organ Journal announcements to the editor – 6 to 8 months in advance.
- Generic Press releases have been created for the three major medias, radio, TV, and newspaper.
- Local churches are another source. Send a press release to the pastor or priests and request that they announce it to the congregations the week before and on the Sunday of the rally.

Saturday evening meal:

- Find a local backer to provide the meal. It does not have to be fancy. Contact the C of C, Tourism Bureau, church groups.