

LWML ZONE RALLY Planning Booklet

Attendance at the Rally will be impacted by a number of factors:

1. Organization and advance planning
2. The relevance of the topic and notoriety of the speaker
3. Pre-Rally Publicity
4. Number of people who have a role in putting on the Rally
5. Involvement of individual Societies in encouraging participation in the Rally and individual members inviting guests.

The relevance of each factor to a successful rally

- 1. Organization and advance planning** eliminate the frustration factor. Poor organization or a failure to plan in advance will lead to mistakes, important tasks or dates being missed or accomplished in a less than ideal manner. Enthusiasm for a Rally is not something accomplished instantaneously. It must be built methodically.
- 2. The relevance of the topic and notoriety of the speaker** is especially important if your goal is to invite new people to your Rally. Ask yourself the question, "What type of people who currently do not attend because of the topic we have chosen."
- 3. Pre-Rally Publicity** In case you haven't noticed you generally see a commercial more than once and the product being advertised is brought to your attention through multiple forms of media. The same approach should be utilized in planning a Rally.

Publicity should begin well in advance – Even if certain details are unavailable at least advertise the date – place – and time two or more months in advance so busy people can schedule.

Advertise in multiple ways. One poster is not enough. A suggested check list for publicity is provided below. Be creative and try to identify additional ways to promote the Rally.

- 4. Number of people who have a role in putting on the rally** Lutheran Hour Rallies used to operate on a formula for attendance. Seven people would attend the Rally for every one person recruited for the mass choir. The individual society putting on the Rally should seek ways to involve non-attending women and even other societies in the rally. It is, after all, a congregational event and every Lutheran Woman is an automatic member of the LWML.

- a. Create as many committees as possible. Have a committee chair people recruit from the ranks of non-attending women in your Church.
- b. Brainstorm how non-attending women could be asked to do small tasks at the Rally (helping serve, brining a dish, set up, tear down, table decorations, table discussion leaders, hostesses, serving coffee)
- c. Consider how other societies might be involved. For instance, ask people to bring a favorite recipe for recipe exchange.
- d. Invite people who may have insight on the topic to be discussion leaders during the dinner

5. Involvement of individual Societies in encouraging participation in the Rally and individual members inviting guests.

Encourage individual societies to set aside a time one or two months prior to the Rally where they identify people to invite to the Rally, perhaps send invitations and do a follow up phone call.

In carrying out a successful Rally two positions are central. There should be an overall Rally coordinator to oversee the planning process and a Publicity chair person, usually from the host society, who is able to produce appealing printed material for publication in local congregations.

RALLY COORDINATOR

The **Rally Coordinator** is a position at the Zone Level. It may be the President, Vice President, or some other individual who is good at encouragement and organization. The Rally Coordinator's sole purpose is to insure that people charged with Rally responsibilities are carrying out their assigned tasks on time and in a reasonable fashion. The Rally Coordinator should have no other responsibilities for the Rally than this.

PUBLICITY PACKAGE

The following should be sent to each Pastor and Society President approximately 2 months ahead of the Rally.

1. A cover letter explaining when and how each piece of publicity should be used
2. A newsletter full sheet and half-sheet insert
3. A newsletter written description of the event for the churches that do not have space for inserts

4. A half sheet insert to be inserted into the bulletins two weeks prior to the Rally
5. A series of 6 bulletin announcements designed to advertise the Rally 6 weeks, 5 weeks, 4 weeks, etc. ahead of the event
6. At least four posters advertising the Rally
7. A reproducible post card to be used by the societies in inviting guests to the Rally
8. A descriptive announcement – invitation that may be read by the local society chairwoman or her designee to the congregation at its weekly services one week prior to the Rally.

**MAKE SURE ALL PUBLICITY CAONTAINS
DATE – PLACE – TIME SPEAKER – COST**

The person in charge of Publicity should contact each congregational secretary to insure the church office has the publicity materials in hand the week after materials have been mailed.

The person in charge of Publicity should contact each society President two weeks prior to the event to make sure publicity has been properly used and to encourage the public invitation (step 8) at the congregational services.

STRATEGIES FOR SOCIETIES IN ENCOURAGING ATTENDANCE

1. At a meeting prior to the Rally have every attending LWML member identify a non-attending member to invite to the Rally. Have them send a post-card to the person and then call them on the phone inviting them to be their special guest. If there is a Rally fee, find a way to cover the costs.
2. Develop individual car pools. People together are more likely to show up.
3. Address the congregation after a service and promote the Rally.
4. Set up a table and have one standing there encouraging people to sign up and attend the Rally.
5. Brainstorm (phone chains telling all women about the Rally, Giving away two free tickets to the Rally, etc.)

RALLY PLANNING WORKSHEET

Date	Time Before Rally	Responsibility	Person in Charge	Phone
	6 months	Speaker		
		Date		
		Place		
		Zone Rally Coordinator	Zone President	
	5 months	Host Rally Coordinator		
		Publicity Coordinator		
	4 months	Planning meeting to plan agenda, set up committees, and identify ways to promote the Rally. Attend by Rally Coordinator, Zone Executive Committee, Host Society Coordinator, Christian Growth Chair, Publicity Coordinator, and any other people with significant roles in planning or coordinating the Rally		
	3 months	Publicity Packets Prepared - See outline for minimum requirements		
		Host Zone finalized all committees, menu's, decorations plans, etc.		
	2.5 months	Publicity packets sent		
		Local societies contacted and asked to develop a plan for inviting friends		
	2 months	Publicity begins		
	1 month	Local societies initiate their strategies for inviting friends		
	Rally			

RALLY PLANNING WORKSHEET

Planning Meeting Agenda – Example

Opening

Rally Planning Items

Theme and Bible verse –

Music –

Speaker –

Rally time –

Opening Devotion –

Bible Study -

In-gathering –

Christian Growth skit –

LWML song & pledge -

Appoint Host Rally Chair –

- Coordinate and support committee needs
- Work with Zone Board as needed

Appoint Publicity Chair -

- Rally Packet contents due by –
 - Rally Business Items – get schedule from Zone President

Appoint Registration Chair -

- Folders, pad, pencils –
- Ushers, tellers, etc

Appoint Decorations Chair –

- Favors, centerpieces, table service, etc

Appoint Meal Chair –

- Food service

Closing

RALLY PLANNING WORKSHEET

Rally Action Item List – Example

Host Rally Chair

- Work with Zone President and Board to ensure a successful rally
- Keep in contact with Chairs and assist as needed
- Put up a volunteer sheet and request volunteers in the bulletin
- Provide publicity packet to Zone President 60 days before the event from distribution at Zone meeting
- Check on sound system if needed
- Prepare the “Welcome”
 - Restrooms, meal service, thank volunteers, etc

Publicity Chair

- Create publicity packet as outlined in this booklet and with input from Zone President
- Distribute Publicity Packet as directed by Zone President
- Contact each congregational secretary to insure the church office has the publicity materials
- Contact each society President two weeks prior to the event to make sure publicity has been properly used and to encourage the public invitation at the congregational services

Registration Chair –

- Order folders, pads and pencils from Thrivent
- Give instructions to ushers and tellers
- Plan/set up registration with your volunteers
- Prepare name badges
- Prepare and label basket at the registration for meal donations
- Prepare registration sheets for each congregation and registration/rally form
- Prepare paper for voting of officers
- Organize packet stuffing date

Meal Chair

- Reserve Church for rally date
- Purchase needed food
- Arrange for and direct cooks
- Arrange for and direct servers

Decoration Chair

- Create and set up spot to collect ingathering items
- Arrange for ingathering items to be delivered as needed
- Plan/create table service, favors and centerpieces
 - Table cloths, plates, napkins, etc
- Decorate fellowship hall, entry and restrooms as appropriate
- Arrange for tables and chairs to be set up
- Arrange for table and chairs to be taken down