

GUIDELINES FOR A SUCCESSFUL RALLY – March 2014

Planning a rally: (Contact Sue Hendricks, 651 247-5683, shhendricks@stkate.edu)

- Identify a large public annual event or venue that will provide sufficient public attendance.
- Determine dates, preferable days for the rally will be Saturday and Sunday. Check for conflicting events held by other organizations (MBSI, AMICA, COAA).
- Proposal should include - Site, Date, Proposed budget, Publicity plan.
- Approval request should be made 6-12 months in advance.
- After approval the rally will be included in the Journal and website calendars.

Budget: (Contact Marc Dannecker, mddannecker@yahoo.com)

- Treasurer will provide a form to estimate the cost, and another for keeping track of expenses and income. Registration fee must cover all expenses.
- Expected expenses- Insurance, Journal insert, name badges, photocopying, envelopes for registration packet, supplies for Hospitality Room.

Insurance: (Contact Jim Patrick, jpatrick@juno.com)

- COAA carries liability insurance for each rally.
- “Evidence of Insurance” can be obtained from Jim or Sue if required by organization sponsoring the event.

Registration Form:

- Create a registration form using the template available on the website. This is to be posted on the rally website and sent to members as an insert in a Carousel Organ issue preceding the rally.
- Set a registration deadline approximately 3 weeks prior to the rally.
- Recommended rally fee is \$10.00 per person unless there is no local sponsor. In that case an additional fee to cover a meal may be charged and publicity and the registration form shall state that there is no sponsor for the included meal.
- Have checks made out to COAA.
- Send checks to Treasurer, Marc Dannecker at the completion of the rally.

Send final list of registrants to Ron Bopp, Gary Stevenson and Marc Dannecker

Hotel Rooms:

- Identify a local hotel/motel and request a group rate.
- Block 15-30 rooms depending on anticipated attendance.
- Set the reservation deadline for holding the blocked rooms, probably one month before the rally.
- Find out if breakfast or other amenities are included.
- Ask for the use of a complimentary hospitality room.

Saturday evening meal:

- Find a local backer to provide the meal if one will not be provided by the sponsoring event or venue. It does not have to be fancy, usually hamburgers, sandwiches, etc. Contact the C of C, Tourism Bureau, church groups.

Rally Website: (Contact Gordie Davidson, gordiedavidson@gmail.com and Ted Guillaum, organgrinderted@bellsouth.net)

- Include the dates of rally and location.
- Include the registration form you have created using the template on the COAA website.
 - Provide location of hotel/motel, include group rate and contact information, phone number, and directions to motel and rally site. Include a map if necessary.
 - Include rally agenda.
 - Be sure that COAA is clearly mentioned as the sponsor of the rally.
 - Include information about the rally site and partner event, especially the reason for selecting the event or venue. Please provide links to any websites that will provide more information to rally participants.

Publicity: (Contact Ron Bopp, rbopp@tampabay.rr.com)

- A publicity and registration insert can be included in the Journal that precedes the rally. The deadline for submission to the editor is one month before the publication date.
- Generic Press releases are available for the three major medias, radio, TV, and newspaper. Photos that can be used for publicity are available on the COAA website.
- Local churches are another source. Send a press release to the pastor or priest and request that they announce it to the congregations the week before and on the Sunday of the rally. Also contact other community sources such as musical organizations, etc.

For a sample of a COAA rally see this YouTube site.

http://www.youtube.com/watch?v=htX0oQ1b-0s&feature=player_detailpage

Rally Follow-up: Contact Ron Bopp, rbopp@tampabay.rr.com

Be sure that pictures are taken during the rally. Please try to include pictures of each organ represented with the owners. Send a file of these pictures with a short report to Ron to be used in preparing the annual Rally Edition.