



FOUNDATION *for* APPLIED CONSERVATIVE LEADERSHIP

GUIDELINES FOR HOSTING A SUCCESSFUL FACL TRAINING

Thank you for your interest in hosting a FACL Political Leadership School or Campaign Management School.

We want to make sure you know exactly what you're committing to when you request a FACL training, so, please read the following Guidelines, in its entirety, BEFORE you submit the School Request Form.

As the School Coordinator, you'll be responsible for every aspect of planning and preparing for the school, including:

- Selecting the date;
- Finding a venue within our budget;
- Arranging ground transportation for our trainer;
- Providing lunch, snacks, and beverage for class; and
- Filling the room with like-minded activists and leaders for us to train.

For our part, we'll sign any contracts, pay all the bills, and send you one of the best grassroots trainers in the country to give you and your members a full day of the most effective political training available.

For scheduling, planning, and promotional purposes, please [submit the school request form](#) **at least 6 weeks prior to the date you are requesting.**

After we receive your request, we'll verify we have a trainer available and let you know.

Once your date is approved and you've secured a venue for the training, we'll open your registration page and send you login instructions to track your registrations.

Even if you've never planned an event before, if you follow the guidelines below, we are confident you can hold a successful, well-attended training, without losing your sanity or sleep.

If you have any questions, contact Deb Hopper, our Director of Programs, at ddh@factraining.org or (314) 972-3755.

With over 40 years in event planning and management, and thousands of successful events under her belt, she's ready, willing, and able to help you every step of the way.

HOW TO HOSTING A SUCCESSFUL FACL TRAINING

RECRUIT YOUR TEAM

Hands down, our most successful schools are not one-man shows.

The more people you have sharing ownership and responsibility for a successful school, the higher the attendance will be -- which translates to more trained activists for you to mobilize and utilize for the political battles ahead.

Make a list of your best leaders and volunteers. Don't email or text them -- call them. Explain what you're doing and why this training is so important. Ask them to help you with the arrangements and to recruit others to attend the training.

Then, schedule a conference call with your team to get everyone on the same page, divide up responsibilities, and assign tasks with deadlines.

Follow-up with team members to keep them motivated, engaged and on task.

OVERVIEW OF ROLES TO BE FILLED

- **Venue Coordinator**

The Venue Coordinator is responsible for choosing a venue that meets our room setup requirements and budget, submitting a contract for approval to FACL, providing the venue with any attendance guarantees required by the contract, and verifying all arrangements with the venue in the days immediately prior to the school.

The Venue Coordinator arrives early the day of the school and checks to make sure the room is set up according to our specifications, the temperature in the room is comfortable, the AV equipment is in place and working properly, any needed directional signs are in place, and any supplies that were to be delivered have arrived.

After the school, the Venue Coordinator is responsible for making sure everything is cleaned up, rented or borrowed items are returned, and nothing is left behind.

- **Food and Beverage Coordinator**

Lunch, snacks and beverages are included in the registration fee, so the job of the F&B Coordinator is to oversee all F&B arrangements for the day, and to do it within our budget. That includes choosing the caterer/vendor, deciding on the lunch menu, providing the caterer with meal counts by the due date, finalizing payment arrangements, making pickup or delivery arrangements, picking up needed supplies, setting up the snacks, beverages, and lunch buffet tables, and cleaning up afterwards.

- **Registration Coordinator**

The Registration Coordinator is responsible for managing the registration table the day of the school, recruiting volunteers to work the registration table, handling any problems that may arise at registration, and reconciling the attendance once everyone is checked in.

We use a very simple, user-friendly online app for check-in. All you need is an internet-connected device. We'll set up a conference call to train the Registration Coordinator and volunteers the week of the school.

In addition, the Registration Coordinator gathers the supplies that are needed at the registration table, including name tags, extra FACL Student Surveys, and pens and paper for those who have forgotten to bring materials with which to take notes during class.

TURNOUT, TURNOUT, TURNOUT!

The single greatest mistake School Coordinators make is waiting too long to pick up the phone and personally invite other activists and leaders to attend.

Don't make that mistake. Set the pace early.

Filling the class is the responsibility of every member of your team, and it should start with them being the first to register.

Your goal is 30+ registrations by the day of training. In order to hit the goal, you MUST have at least 20 registered by three weeks before the school, or your school may be cancelled.

While emails and Facebook posts are good ways to promote your school to other activists, emails and Facebook posts alone rarely motivate someone to register.

It takes a lot of personal phone calls to fill a class.

That's why it's important to have each member of your team make an invite list of people they are going to personally call and invite to the training.

Ask them to send you a copy of their list so you can combine everyone's lists into one master invite list. (An Excel Invite List template is available upon request.)

If two or more of your team members list the same person on their invite list, determine which has the closer/more influential relationship with the person and have them make the invite call.

After the initial call, follow up with an email with a link to the school registration page. Continue to make follow up phone calls until the person either registers or flat-out says, "No!"

In ADDITION to emails and personal calls, here are a few other suggestions for promoting your school:

- Contact local leaders of ally groups and invite them to attend. Urge them to bring their best leaders, and ask them to email their general membership.

- If you have a public personality or official who is respected by the people you're inviting, ask them to be the signer on an email promoting your school.
- Call your donors and ask them to fund scholarships you can offer to your best activists.
- Distribute flyers at political gatherings of like-minded people. (We'll create an easily editable promo flyer for you.)
- Promote the training on your website, Facebook page or Twitter, and ask everyone on your team to do the same. (We'll create a Facebook event page for your school for you to share.)
- Message Facebook friends who live in the area and invite them.
- Mail postcard invites to your members.
- Call the people who have registered and ask them to bring another activist with them.

Set the pace early. Your team's goal should be 7 registrations in the first week tickets are on sale.

Remember -- Your goal is 30+ registrations by the day of training, and you MUST have at least 20 registrations by 21 days before the training, or your school may be cancelled.

REGISTRATION FEE

The Foundation for Applied Conservative Leadership is a 501(c)3, non-profit organization. Our goal is to help you train as many like-minded activists as you can possibly muster. One way we do that is by keeping registration fees low so anybody who really wants to learn how to be a more effective activist can afford to come.

We offer an Early Bird rate of \$45 for adults and \$30 for students. The Early Bird rate is available until 21 days before your school.

The General Admission registration fee is \$60 for adults, and \$35 for students with a valid student ID.

The registration fees cover the cost of the venue, AV equipment, snacks and beverages, lunch, the credit card processing fees charged by the payment processor, and registration supplies and printing.

The registration fee does NOT cover the trainer's honorarium, airfare, hotel, ground transportation, or meals.

All costs related to the trainer are paid by FACL through the generous support of our donors.

Registration Refund Policy: Refund requests must be emailed to ddh@facldraining.org and must include the registrant's name and the school they are registered to attend. Because most venues and caterers require a guarantee of the final number attending three days prior to a school, no refunds will be given for refund requests made less than 72 hours before a school.

THE BUDGET

In order to keep registration fees low, it's important you stay within the following budget:

- The venue rental budget is \$350 or less, and should include the room rental charge, projection screen, setup and clean-up fees.
- You must keep food costs under \$20 per person, including all-day coffee, water, iced tea or another beverage, lunch, snacks, taxes and gratuities.

CHOOSING A VENUE

It's not difficult or particularly time-consuming to find a venue that meets our budget and size requirements. You can usually do that in 1-3 hours on the phone.

When choosing a venue, think frugal. Our forefathers trained at Valley Forge. We don't need the Ritz.

You can find affordable **or even free meeting spaces** at community centers, public libraries, churches, schools, clubhouses, and fraternal organizations like the Lions Clubs, VFW Halls, and American Legion Posts. Other options include local restaurants with meeting rooms.

Hotels with meeting facilities are an obvious choice. In almost all cases, food costs at full-service hotels with their own restaurant and catering department, like Marriott, Sheraton, Holiday Inn and Hilton are well beyond our food and beverage budget.

Hotels that don't have their own restaurant or catering department, such as Holiday Inn Express, Hampton Inn, Country Inn and Suites, and Comfort Inn are budget-friendly hotel options. Most of them have meeting rooms that will accommodate 30+ people classroom-style for \$350 or less, AND they usually allow us to order food from an outside vendor, which is far more affordable.

Questions to consider when choosing a venue:

- Do they have a room available that can comfortably accommodate 30+ people set up classroom-style on the date you want?
- Are there any other groups booked at the same time that would create a noise problem?
- Is the venue within our budget? (\$350 or less for the room rental, projection screen and setup, and \$20 per person for snacks, all day beverages, and lunch.)
- If the venue cannot meet our food budget, will they allow you to bring food in from an outside source, or will they waive the room rental fee if a certain food and beverage minimum is met?
- Is the venue convenient to where a majority of the people you are inviting live?
- Is it easy to find? Is it clean and located in a safe area?
- Is there adequate free parking?
- Will they provide complimentary water and/or coffee service throughout the day?
- Where would lunch be served -- in the same room as the training, in the hallway, or in a separate room? Is there an additional charge to serve lunch in a separate area? (Non-full-service hotels are usually pretty good about letting us serve lunch in their breakfast area at no additional charge.)
- Is there a reliable free Wi-fi connection in the registration area?
- Are there outlets in the room and power strips for people to charge their laptops?

- Do they give a discount to 501(c)3 non-profit groups?

Now that you know what you're looking for, start making calls and narrow down your venue options.

Here's the basic information the venue will want when you book the room:

The name of the event: FACL Political Leadership School or FACL Campaign Management School (whichever you have booked).

Billing address: Foundation for Applied Conservative Leadership, 101 Washington St., Falmouth, VA 22405

Who will sign the contract? Deb Hopper, FACL Director of Programs (314) 972-3755, ddh@facctraining.org

Primary contact: You, or whoever you recruit as the Venue Coordinator.

The date and time of the event: For Saturday classes, the registration table opens at 8:30 am, class starts at 9:00 am and ends at 5:30 pm. You'll want to have access to the room at least a half-hour before the registration table opens and will be out of the room a half-hour after class ends. (Sunday classes often start later to accommodate church-goers. If you schedule a Sunday class, it's up to you to let us know what time you want training to begin.)

Room setup: The room should be set up classroom-style. Please note: **You should not book a room that accommodates less than 30 people classroom-style.**

The class is note-taking intensive. Make sure students have enough table space to write or use their laptops, and that the venue has adequate outlets and power strips for recharging laptops.

We'll also need a podium, a small table for the trainer's projector, a registration table, a table for beverages and snacks, and a buffet table if lunch is going to be served in the meeting room.

If the lunch buffet can be set up in another room without incurring additional charges, or even in the hallway outside the meeting room, that would be preferable. If that's not possible, it's certainly not a deal-breaker. You can set up lunch in the meeting room and attendees can eat where they sit for the training.

AV requirements: All we really need are a projection screen or large flat-screen TV and power strips. The instructor will bring a projector.

If the acoustics in the room are poor or you anticipate more than 60-70 students, we will also need a wireless lapel microphone plugged into the house sound system.

Food and Beverage requirements: Coffee, water and another beverage, like iced tea, available all day, a light lunch, and snacks for \$20 or under per person.

Budget: Remember, no more than \$350 for room rental, projection screen and setup, and no more than \$20 per person for food and beverage.

Once you've chosen the best venue and negotiated the contract, send it, along with a credit card authorization form from the venue, to Deb Hopper at ddh@facitraining.org.

She will sign and email the contract and authorization form back to you with the primary venue contact copied.

You MUST have the venue contract finalized at least 5 weeks prior to your school.

FEEDING THE MASSES

If the venue is providing all the food and beverages, your Venue Coordinator simply chooses a menu that fits our budget, confirms the service time and setup, and provides the venue with the guaranteed number of attendees on the appointed contract date. The venue staff does all the rest.

If the venue is not providing the food and beverages, you'll need an F&B Coordinator to hammer out all the details and logistics.

The food and beverage budget is \$20 per person. That may not sound like much, but it's not at all hard to do.

For \$20, you could have a cup of coffee and a donut for breakfast, grab a sandwich, chips and a beverage for lunch, and have a cookie for an afternoon snack.

Keep the menu simple and easy. Something like this is fine:

8:30 am:	Coffee, iced tea, water, and a donut, bagel, or a piece of fresh fruit
12:00 pm:	Sub sandwich, chips, a cookie, and coffee, iced tea or water
2:00 pm:	Coffee, iced tea, water, popcorn, and bite-size candy bars

PAYMENT OPTIONS

There are three ways to pay for school-related expenses.

- FACL can pay the vendor by credit card, either over the phone or by using a credit card authorization form provided by the vendor.
- FACL can send a check to the vendor or venue, as long as an invoice is provided.
- You, or someone else who is local, can pay out-of-pocket, then submit a FACL Expense Report form along with copies of receipts, and FACL will promptly mail a reimbursement check.

We're happy to do whatever works best for you.

It's up to you to let us know who needs to be paid, when, how much, and by what method.

FACL SCHOOL PLANNING TIMELINE

6+ weeks prior:

- Select your date and submit school request form.
- Recruit 2-3 of your most trusted and capable leaders to help you.
- Hold a conference call for your team to create your invite list, set goals, define tasks, and divide up responsibilities.

5-6 weeks prior:

- Select venue, negotiate contract and send to FACL for signature.
- Start making calls to your invite list.
- Once we have a contract for the venue, we will send a "Save the Date" email to FACL alumni from your state.

Weekly:

- Make personal calls to your invite list.
- Get weekly updates from team members on their assigned tasks, including follow-up calls to their invite lists, and update entire team on overall progress and number of registrations.

3 Weeks prior:

- **DEADLINE** – you **MUST** have at least 20 registrations by 21 days before training

2 weeks prior:

- Verify the trainer's arrival and departure times and make ground transportation arrangements for them to get from the airport to their hotel, from their hotel to the training venue and then back to their hotel, from their hotel to the airport for their return flight.
- Recruit 1-2 volunteers to work at the registration table. Send their contact information to Deb Hopper at ddh@facctraining.org. She will set up a time to train them by phone on our online check-in process.
- Take inventory of needed supplies and create a shopping list.

Week of school:

- Shop for supplies.
- Review and confirm arrangements with caterer and update them on the meal count.
- Review and confirm times, room setup, and AV arrangements with the venue.
- Print any directional or registration signs that are needed.
- FACL sends 3 reminder emails (M, W, F) with last-minute details to all registrants, and a final request to complete the survey if they haven't already done so.

Day before:

- Print Class Roster for registration volunteers.
- Print name tags.
- Print Surveys.
- Print Registration Forms.

- Get petty cash to give change for any cash registrations.
- Confirm that volunteers know where the event is and the time you need them to arrive.

Day of event room check:

- Arrive early.
- Is the room set up classroom-style for the right number of students?
- Is there a podium or table for the instructor?
- Is there a table for the trainer's projector? (Instructor brings projector)
- Is the projection screen placed properly so it can be viewed by everyone in the class?
- Is there an extension cord at the projector table?
- If the room is large, is there a wireless microphone? Does it work? Is the sound system working properly with the volume at a comfortable level for those seated in the back of the room? (Usually not needed if less than 60 students)
- Is the lighting adequate?
- Is the room too hot or too cold for comfort?
- Is there water at the podium for the instructor?
- Is there a beverage station and a snack station for morning and afternoon breaks?
- Are coffee and snacks ready for registrants when they arrive?
- Is the area where you'll be serving lunch set up and ready to go?
- Is there a skirted table set up for registration with chairs and a wastebasket?
- Is the internet/Wi-fi connection working properly at the registration table?
- Are the registration volunteers there, trained, and ready to begin checking students in?
- Are the restrooms clean and well-stocked?
- Do your volunteers know where the restrooms and smoking areas are located?
- Are there any directional signs that need to be placed?
- If the venue has a public function board, is our event listed?

SUPPLY CHECKLIST

This is a sample list to jog your thinking. You may or may not need these items. If the venue you selected is doing all the setup and clean up, and they are taking care of all the food and beverage requirements, the only items you'll need to bring on this list are the Registration Table supplies.

REGISTRATION TABLE SUPPLIES

- Internet-connected device to access FACL's online check-in page
- Petty cash to give change for any cash registrations
- Copy of Class Roster
- Copies of Survey for those who haven't completed theirs yet
- Copies of Registration Form for at-the-door registrations
- Name tags
- Magic markers
- Pens and loose-leaf paper (for students who forget to bring something with which to take notes)
- Double-sided tape to affix directional signs, if needed

EQUIPMENT

- Tables and chairs
- Tablecloths
- Podium
- Coffee pot
- Serving bowls/platters
- Serving utensils
- Coolers/ice buckets
- Extension cords
- Power strips/Surge protector(s)
- Electrical tape to cover power cords to prevent tripping

PAPER GOODS

- Plates
- Bowls (for snacks/chips)
- Disposable cups (hot and cold)
- Forks/Knives/Spoons
- Napkins
- Paper towels
- Trash bags

SNACKS AND BEVERAGES

- Bottled water
- Soda or Iced Tea
- Coffee
- Creamer
- Sweetener/Sugar
- Bags of chips
- Whole fresh fruit
- Dessert/cookies/brownies/bite-size candy bars
- Ice