

CHRYSLER 300M ENTHUSIASTS CLUB



EVENT PLANNING GUIDELINES



EVENT PLANNING GUIDELINES

Foreword: This document is intended to provide guidelines for assisting 300M Enthusiasts Club members in planning and organizing Club events. Any member can sponsor and plan an event by simply submitting a brief plan and budget (if appropriate) to the 300M Enthusiasts Club Board of Directors. This document is intended only as a guide since every situation is different. Many aspects of planning and organizing may depend on the ingenuity and resources of the sponsoring member (think out of the box).

Types of Events: Events will normally fall into one of two categories; *Social Events* and *Club Sponsored Events*.

Social Events: If a member lives in reasonable proximity to a concentration of other Club members, he/she may wish to have a meeting of members at their house on a Saturday afternoon. The activities might include a BBQ and possibly a “Wrench Party” (members assisting other members with modifications or any other mechanical issues).

Another type of Social Event might be a group of members meeting at a local Drive-in or Root Beer stand. This would be like an old fashioned “Cruise-In” and all members would be expected to pay for their own food and refreshments.

In the case of the Saturday afternoon BBQ/wrench party, if the sponsoring member plans to have “out of pocket” expenses for food and refreshments (BBQ, chips, beer, soda, etc), he/she can submit a plan and budget to the Board of Directors for financial reimbursement. The Club would reimburse the sponsoring member for his/her out of pocket costs within reason of course and all receipts must be submitted to the Club President.

Club Sponsored Events: These are the larger events, expected to be attended by many more members, often driving a substantial distance to participate. They will usually be associated with a larger automotive-related event. Examples of these are Carlisle Chrysler Nationals, Woodward Dream Cruise, etc.

For these events, the financial commitment of the Club will be much greater, including reimbursement for meet-related expenses such as award trophies, door prizes, food and beverage for a kick-off meeting, and any other expenses deemed appropriate by the Board of Directors.

Planning and Execution of the Event. The thought of planning an event can be overwhelming if you’re not accustomed to doing it. It becomes simpler if you just follow some basic steps. The following are some basic principles, but are not necessarily the only way to plan a successful meet.

1. **Examine your personal level of commitment to making the event happen.**
Sometimes you can count on assistance from fellow members, and other times you’ll be largely on your own. An event probably won’t be successful if you just post a few messages on the Club Bulletin Board and expect members to “magically” show up at the appointed place and time. If you don’t feel like putting a lot of time and effort into the meet, by all means ask someone for assistance.
2. **Try to find a local “car” event to coordinate with.**
If you don’t know of any automotive related meets in your area, use the Internet to search for one. If you have a local race track or drag strip, search their websites for special events they might be planning or sponsoring. It doesn’t have to be anything more elaborate than an Auto Show. Unless you have a very large member attendance, you probably will want to just “piggy-back” onto the larger event. Members may or may not want to participate in the larger event (drag racing, etc) at the member’s own discretion.



Chrysler 300M Enthusiasts Club

www.300mclub.org



3. **Submit an event plan and budget to the Club.**

The 300M Enthusiasts Club Board of Directors is responsible for approving expenditures associated with Club events. Submit your plan and proposed budget directly to the President (president@300mclub.org) and he/she will present it to the rest of the Board as appropriate. Be sure to plan plenty of time before the actual proposed event date

Appropriate expenses may include (but are not necessarily limited to) the following:

Award trophies (for car show judging), normally limited to (xx) trophies

Door prizes (may be Club embroidered items, shirts, caps, etc)

Food and beverage for a kick-off get-together

Club-compensated expenses for any single event will be roughly proportional to the number of members attending the event. That calculation will be at the discretion of the Board of Directors seated at the time.

4. **Find hotel accommodations for members who will be traveling to get to the event.**

Contact local hotels and motels to see if they are willing to offer group rates or discounted rates for the time frame of the planned event. Tell them you will be hosting a Car Club event, and see what rates they will give you. When you find a good candidate for member accommodations, tell them that members will be registering using the “code words” *Chrysler 300M Enthusiasts Club*. But most time the hotel/motel will provide you a group confirmation number.

5. **Announce the meet and invite members.**

This is the heart and soul of creating interest and enthusiasm for the event. Announcing the event by posting on the Club Bulletin Board (<http://www.300mclub.org/forums/index.php>) will draw a few members, but remember that relatively few members read the board on a regular basis. You have to get out the word by direct contact as well.

One of the best event planning and organizing tools currently available is www.evite.com, and it's FREE. It allows you to directly email up to 500 addresses, and allows up to 3000 text characters in the invitation message. There IS a theme appropriate for car club events. If you select the theme gallery titled “Guys Night” and go to page 3, there is a theme named “Cars” that is appropriate for the type of meets we hold. Evite also allows invitees to RSVP so you can see who is coming, who isn't, and who is “on the fence.” I highly recommend this tool.

Direct email is another option that will allow you to reach targeted geographical membership. You can capture the potential member's email addresses, state-by-state, from the **Members Only** area of the Club website (Member Directory). This is a good way to collect the email addresses for use with the *Evite* tool mentioned above.

Now is when your most important promotion work begins. You need to keep the event and dates in front of the members to have any hope of a well attended event. The website bulletin board is probably the best place to do this. Post early and often, right up to the final days before the event. I would also suggest that you add a tag line about your meet in your signature. Then every post you every made will have the tag line listed.

6. **Help the members**

For members who may be driving to get to the event, be sure they have accurate directions, maps, and anything else they need to get to their accommodations and meet locations. Sometimes local Chamber of Commerce organizations will have maps and/or literature that you can give to out-of-town members to help them to get around.



Chrysler 300M Enthusiasts Club

www.300club.org



7. **Hold the meet and HAVE FUN.**

The kick-off party (usually on a Friday evening for weekend meets) can be held at a central location, near the hotel and/or meet location. A Pizza parlor or similar “family style” restaurant will usually be happy to accommodate a moderate to large number of people on short notice.

If the hotel has a “hospitality room”, ask if the Club can use it (either for FREE or a reasonable cost) for a couple of hours on Friday. If you use this option, you can order Pizza in and purchase beer and soda locally. So called “banquets” catered by hotels will usually become a budget-buster, and should be avoided whenever possible. Be sure to shop around and get the most for the Club’s money. It has been traditional that the Club would cover the *reasonable* expenses for the kick-off party.

8. **Conclude and Turn in Receipts for reimbursement**

The Club can provide the sponsoring member with printed certificates for Club logo items (shirts, hats, etc) that can be given for door prizes. Depending on your budget, you may wish to locally purchase items for door prizes (car care kits, flashlights, etc). Sometimes local Chrysler dealers, if asked, will donate small items appropriate for door prizes. Check with your local Parts Manager.

Be sure to keep all receipts for submission to the Club for reimbursement. When all receipts are collected and organized, submit them by mail to the President. Upon approval, the Club Treasurer will issue a check and mail it directly to you.