



Texas Independence Day Conference Call

Wednesday, April 4, 2018

1:00 PM CST

The mid-year reports contain valuable membership data and a current count of each chapter's events and other requirements.

Each of our chapter leaders holds valuable knowledge, and we would like to give you the opportunity to learn from one another. We will be holding a conference call to discuss event topics such as effective forms of advertising, ticket prices, event locations and successful fundraising techniques.

Conference Dial-in Number: 1-605-475-4121

Participant Access Code: 4020157

AGENDA

Staff: Megan Yeager

- **TID RECAP**

- Thank you everyone for joining our call today! Overall, there were 38 TID Chapter events held on or around March 2nd. Thank you to all of you for planning and events to bring together Longhorns in your community to celebrate a "university of the first class". We had another successful year of Texas Independence Day Celebrations and want to use this call as an opportunity for you all to share about the great events your Chapters hosted.

- **AGENDA**

- I want to make this call as helpful as possible, so I will be giving time for everyone to share ideas about each topic based on how you and your Chapter planned for your TID events.
- Topics to be covered are:
 - Date and time of event
 - Ticket pricing
 - Event location
 - Activities
 - Effective forms of advertising
 - Successful fundraising techniques
 - Then we'll have some time for any additional questions/discussion at the end.

- **DATE OF EVENT**

- What were some pros and cons of holding a TID event on TID vs. the weekend before or after for your Chapter?
- Evening vs. afternoon? What time did you find worked best for your Chapter?
- How did choosing the date and time of day play into the attendance of the event?
- Did any Chapters change the day/time from last year's event?

- **TICKET PRICING**

- At what price point have you seen the most success?
- What does the event ticket usually give attendees (catering, open bar, raffle tickets etc.)?
- Did any Chapters use early bird pricing versus regular pricing? Or member and non-member prices?

- **EVENT LOCATION**

- We see a variety of locations chosen for TID events, ranging from restaurants, to bars and breweries, to people's backyards. How has your Chapter chosen between hosting an event at a family friendly venue vs. Bar/brewery/evening adult event?
- Are you struggling to find a location that your attendees find accessible? If so, do any leaders have suggestions?

- **ACTIVITIES WITHIN TID EVENT**

- What has your chapter found to be a popular or successful activity?
 - Happy Hour
 - Buffet Dinner/Appetizer
 - Concert
 - Auctions
 - Trivia
- Do you have a speaker attend your event? If so, do you have any advice on popular speaking topics?
 - How do you find speakers?
 - We have a Speaker's Bureau List
- What have been some popular raffle items at your chapter event?

Final questions/ open group discussion

1. How do you get small chapter members participation in TID?
2. What type of events work best for small chapters?
3. What type of events work for chapters spread out over a large area, i.e. county, regional, or state?