

MYNA 2010 National Initiative: Suggested Timeline



INITIAL STAGE:

- Create an Event Committee (*see Requirements*)
- Approach Community Leaders (Leaders of Masajid, Islamic Schools, etc.) for:
 - Financial support
 - Advice on venues
 - Ask to use their advertising resources and contacts to promote event.
 - Find local businesses/groups that can be used to help advertise
- List and prepare all resources that can be used to advertise to your constituents:
 - Facebook/MYNA and ISNA Listservs/attendees of past events? Etc.
 - Masajid (Friday Announcements/flyer handouts)
 - Local businesses (Leaving flyers/talking to owners to help promote)
 - Local University/College MSAs
 - Local Islamic schools and youth groups
- Search for venues and compile quotes (price, available dates)
 - Tip: focus on masjid, schools and community centers in your locale
 - Talk to local MSA's for potential venues
 - Ideally, see if you can get two rooms
- Talk to speakers (be mindful of honorariums and try to get them lowered)
 - If discussion regarding honorariums become challenging, feel free to contact Treasurer (for more advice).
 - If you need assistance in contacting speakers, feel free to contact Events and Conferences Chair (program@myna.org).
 - Try to recruit local speakers to help develop a youth speaker database in your area.
- Create one budget per venue quote (including all other expenses)

STAGE ONE: Budget

- Submit budget to MYNA Treasurer (treasurer@myna.org) for approval
 - Update budget accordingly and resubmit (if necessary) until approved
- Upon the approval of your budget, you will receive Program Information.

STAGE TWO: Complete 3 months prior to event

- Based on Treasurer's feedback, finalize **Date, Time, Location, Price, Registration info, and Speakers.**
- Send finalized information to Events & Conferences Chair (program@myna.org)
 - For local events, the best advertising is physically speaking to people about the event while also handing out the flyers. (Registration can be on the back of the flyer)
- Modify flyer template, registration forms
- Send files to Public Relations Chair (pr@myna.org) to be uploaded to the MYNA website:

- JPEG version of the modified flyer
- Registration form with specific dates, times, registration costs, etc.
- Create an Email to be sent through the local listservs and MYNA National advertising event with the following information:
 - **Date, Time, Location, Price, Registration information, and Speakers**
- Create a Facebook event using the guidelines provided with the above information

STAGE THREE: Complete 2 months prior to event.

- Search for food sponsors within the community
 - Encourage the restaurants/businesses you approach to provide food free or at cost
- Consult with your speaker(s) and ask for their transportation (flying, driving, etc.) and accommodation preferences
 - Discuss financial standing with the speaker and be open about what you feel are the best transportation and accommodation options given your budget
 - DON'T force them to do anything; make sure that they understand and don't feel pressured
 - Look early for transportations expenses.
 - Book tickets at lowest cost possible (i.e. Expedia, Kayak, Travelocity, etc)
- With your committee, decide the optimal number of onsite volunteers
 - Begin by recruiting your peers and youth who have a history of volunteering at community events
 - It may help to consult your community leaders and ask for dependable youth volunteers
 - Compile ALL contact information

STAGE FOUR: Complete 1 month prior to event.

- Modify Program Skeleton to fit Salah times in your community
- Talk with the local MSAs to see how they have advertised for events in the local community and how you can use their resources to advertise for MYNA.
- Stay in touch with Community Leaders to continue the advertising on their end. (i.e. Email lists, Friday announcements, Businesses)
- Confer with your committee and choose sessions based on speaker expertise and community interest
 - Assign speakers to sessions
- Confirm business sponsorships and donations
- Create Volunteer Shifts (2 hrs or day long) and have volunteers commit to certain timings
- Edit the provided supply list to fit your program, speaker and venue requirements

STAGE FIVE: Complete 2 weeks prior to event.

- Send speakers their session information (including timing, location and a description of the session itself)
- Compile a speaker biography to use for introductions
 - Education, Career, Involvement with community work, etc
- Evaluate registration numbers and decide with your committee where your collective efforts for the next 2 weeks need to be focused

- If less than 80% of your target registration number has been reached, focus on word of mouth and try to find new people/groups to email
- Contact volunteers to confirm their shifts

STAGE SIX: Complete 1 week prior to event.

- Put your marketing focus on word-of-mouth instead of flyers
 - Continue Friday Announcements
- Look at Supply List and make sure all needed items are purchased
 - Keep all receipts in order to be reimbursed.
- Contact venue site
 - Update them in regard to speaker's specifications and committee requests and ensure that the proper accommodations have been made (chairs, setup, projector, etc.)
- Contact speakers and confirm their transportation method, accommodation, sessions
- Remind all volunteers of their responsibilities and update them with any changes.

STAGE SEVEN: Game Time

- Maintain a positive and flexible mindset throughout the event! Your attitude will reflect on your attendees' attitudes overall experience.
- Call and confirm volunteers the night before the event to remind them of their shifts and responsibilities
 - Have an orientation meeting for volunteers before the event begins
- Create a list of your sponsors and supporters and be sure to recognize them at the event itself
- Write and deliver thank you cards to speakers before they leave

STAGE EIGHT: Complete 2 weeks following the event.

- Complete Evaluation Document after the event and send in to Secretary (secretary@myna.org)

Committee updates: (to be done on a weekly or bi-weekly basis)

- Advertising
 - Flyer replenishment (where needed)
 - Check Registration numbers
 - Create a strategy to increase registrants (based on the feedback from community leaders on the best way to advertise)
 - Ensure your committee is also working on advertising through fliers, email lists, and peer-to-peer communication
 - Keep track of how widespread the advertising has become
- Logistics updates
 - Businesses visited
 - Supplies that have been purchased
 - Updates from venue (requirements, requests, regulations etc.)
- Fundraising
 - Donation commitments & amounts
 - Sponsorship