

# Building and Maintaining Your Base

- **Offer Something of Value**
- **Make it Easy**
- **Provide a Welcoming Atmosphere**

## *Offer Something of Value*

This could include, but is not limited to:

1. Networking Opportunities
2. Volunteer Opportunities
3. Ability to be meet individuals involved in the liberty movement
4. Opportunity to meet someone of interest (guest speaker/featured guest)
5. Opportunity to have fun (make happy hour fun & organize outside events for fun)
6. Chance to be heard (30-second soapbox, one-on-one discussion)
7. Chance to learn about free market institutions across the country
8. Pre-arranged drink specials for your group
9. Ability to build communication skills (i.e. mock debates, practice talking to others, etc.)
10. For guest speakers: opportunity to spread their message or sell their book
11. For politicians: opportunity to meet constituents and/or stay connected with the “liberty movement”. Disclaimer: No politician may be invited to promote their campaign unless all candidates in that race (of all parties) are invited for equal time
12. For representatives of free market groups: opportunity to spread their message and attract new donors, volunteers and/or students

## *Make it Easy*

- For people to plan: Promote your event at least a week ahead of time

- For people to remember: Send a reminder about your event one to two days prior, and take advantage of the LOTR SMS service to send text alerts!
- For people to hear about your group/meeting: Promote your group and meetings on multiple sites and with multiple forms of media
- For people to feel welcome & invited: Make it clear that the group/event is open to anyone – if people think it is only for “Republicans”, “Libertarians” or members of a particular group they may not feel they are welcome or invited. You must follow up with this at the door (more on this in the next section)
- For them to want to attend your events: See “Offer something of Value” section
- For them to find your group: Provide a link to a map if you can (you can also do this on your website if you meet at a venue regularly). If your event is downtown, people may be hesitant because of parking issues, so be sure to let guests know the parking situation ahead of time so they can prepare. Also, inform guests when you are meeting in a specific spot (i.e. a back room or upstairs, etc.), or let them know to ask the host/hostess where the group is seated. Lastly, put up a sign with your logo if possible

### **Provide a Welcoming Atmosphere**

- Be the greeters and the connectors (this can be two). Be sure that organizers are saying hello to everyone that walks in (if possible), or at least trying to say hello to all new people who come in as soon as possible. The organizers can also help connect these individuals with others at the event by introducing them to people
- Provide name tags if you are able. You might even eventually ask for volunteers to bring some in once every few months. This helps people get to know one another by name and it also makes them feel like part of the group
- Sometimes people need a little nudge to meet new people, so try playing games or doing other activities that get people talking to one another. This could include a trivia night where people get into teams, a “Demand Wizard Activity” to demonstrate the importance of a free market over a central planner, or anything you can think of that would help people get to know one another in a fun, relaxed and liberty-oriented environment. See example of the Demand Wizard Activity here: <http://www.youtube.com/watch?v=lq-m4IfS6Vk>
- The welcoming atmosphere doesn’t stop when the night is over! If you want to encourage people to come back a second time, it is a great idea to send an email to new guests thanking them for coming and inviting them back again. This, of course means you must be sure to get their email! Keep a sign-up sheet right by the door next to your nametags and any other resources you have. Ask new guests to sign this sheet before they leave. You can also thank them for coming on Facebook. However,

you must first be friends. To find out if they are on FB, enter their email in the search box, otherwise try their name to see if they pop up. When you send them a friend request add a note thanking them for coming to your event. The next time they attend, or if you are already friends, you can tag them in a note from your FB page thanking them for coming (see “tagging people” in the online marketing section)