

Day of the Week

Having the same days of the week each month works best for creating a group that grows by word of mouth (i.e. the first and third Wednesday of each month, second Thursday of the month, etc.). However, if you host two meet-ups a month, it can be beneficial to hold them on different days (i.e. first Monday and third Thursday, etc.), in order to accommodate different schedules. Choosing a perfect day(s) of the week can take a little experimenting to determine what works best.

The day of the week, like the time and location, is best chosen by considering the crowd you'd like to attract as well as the city in which your chapter lies. For example, the Bay Area chapter in California likes to do Friday nights, since most people take public transportation, which makes for later work nights and earlier work mornings. Other chapters might like to do an earlier day in the week if Thursdays and Fridays are busy nights at the bars in their town.

Things to Consider:

- What nights are the bars and restaurants the most crowded in your city?
- What nights are the best drink specials?
- What nights are people the most likely to come out?
- What nights will you have the best service?
- Do most people in your local area tend to work or go to school early (making it less likely they will come out on a weeknight)?
- What nights will the bars and restaurants be the most desperate for customers (making it more likely you'll get great deals for your group!)

Ask Around:

It is also good to get suggestions from potential members before you pick the day of the week; however, if it takes too long for people to decide which day is most preferred, it's best just to pick a day and go with it. You can always change the day after a few meetings if you find it's not working for a large number of people.