

Time

A regularly scheduled meeting time is important when you are trying to create a group that grows by word of mouth (Not to discount the importance of recruitment efforts!)

Time is something that must be determined based on the type of crowd you expect to bring in as well as where your chapter is located. Some chapters might attract the type of folks who'd like to come out right after work before going home, while others would like to go home prior to going out, and would therefore like a later start time. While it is based on the type of members you'd like to attract, there are still some things to take into consideration, including:

Work Schedules and Drive Time

- What is the average time people get off work in the area your chapter is to be located (guesstimate)?
- What is the average time those who'd like to attend get off work? (you can find out by asking them on your Facebook page, on your chapter's website w/ a survey, or in person)
- What is traffic like in your area?
- How long does it usually take to get from place to place?
- If you do choose to make it a later start for those who'd like to go home first, be sure you space enough time for people to travel home from work, change and make it to your chosen venue in time
- Be sure to avoid conflicts with scheduled meetings of organizations that make up Liberty on the Rocks' core attendance base. A little research will help you to avoid competing for their attendance with other organizations in their area
- Keep your time consistent once you have chosen one that works best. This allows your meetings to be known simply by word of mouth, once everyone knows it always meets at the same time