

How to Host a Successful Freewheelers Event

Thank you for hosting an event for your Freewheelers Car Club! Hosting an event is fun and a great way to get involved and show support for your club. The Activities Director will work with you in coordinating your event and answer any questions you may have. Here is some important information that will help you host a successful event.



Here is an outline of items to consider in planning your event:

- Write an article for the flyer advertising your event.
- Who is bringing coffee and donuts (usually a Board Member handles this).
- Who is handling registration and collecting fees (usually a Board Member handles this).
- You have handouts and road maps ready if applicable.
- Be sure someone is photographing your event (usually the Club Photographer handles this).
- You have lunch and/or dinner spots selected if applicable.
- You are prepared to write an article following your event for the flyer highlighting the day. Or you can arrange for someone to write an article for you.

2 Months Before the Event:

Prepare a detailed article advertising your event. This article will be published in the Freewheeler Flyer the month prior and month of the event. This is a time to be creative and think of things to include that will entice members to attend. If in doubt, feel free to look at articles in previous flyers for ideas. This article needs to include the name and details of the event, the place, the date and time, your contact information, and directions. Your article should be at least one paragraph and needs to be to the Newsletter Editor by the 15th of the month prior to the month of the flyer it will be published in. For example, for a March event, your article needs to be in the February and March flyers. In this case your article needs to be to the editor by January 15th.

Here are the specific items to include in your article:

- Name of event, details, place, the date and time.
- Will there be coffee and donuts?
- Are there fees for breakfast, lunch, or dinner? What other options exist for food?
- Mention the Freewheeler RSVP methods: eVite, or phone / email the event host.
- Drive directions to the event
- Is there a website with more information?

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Here is an example of a flyer article advertising an event:

THE EAST BAY SURPRISE TOUR

Join your fellow Freewheelers on Saturday, March 9th for The East Bay Surprise Tour. Come experience the beautiful East Bay and see the surprisingly rich automotive history right here in Emeryville. We will meet at 11:00 AM for tire kicking, coffee and donuts, followed with a spin through Emeryville's historic spots. Our tour will end at the fabulous Hungry Freewheeler Diner where we will enjoy a delicious lunch as we recap the special moments of the day. A map with all the stops will be provided at the event. So please join us as this is sure to be a fabulous time!

What: The East Bay Surprise Tour

When: Saturday, March 9th, at 11:00 AM

Where: Bob Smith's home: 123 Midtown Court, Anywhere, CA 94321

Fee: \$5.00 event fee, lunch is on your own

RSVP: Upcoming eVite or Bob Smith at 510-555-1212 or BSmith@gmail.com

Directions to the event

From San Jose – Take I-280 north to SR-92 west to Anywhere. Continue on SR-92 until you reach Highway 1. Turn left on Highway 1. At the second traffic light turn right at Fairview Drive. Bob's house is on the right hand side.

From San Francisco – Take I-280 south to SR-92 west to Anywhere. Continue on SR- 92 until you reach Highway 1. Turn left on Highway 1. At the second traffic light turn right at Fairview Drive. Bob's house is on the right hand side.

Two Weeks Before the Event:

A Board Member will send an email and eVite to the membership with a RSVP deadline date if applicable.

The Day of the Event:

Have fun! This is your event and it's time to enjoy it. Here are some things to consider.

- If coffee and donuts are being provided, be sure they are set up and ready before the start time.
- Be sure the registration area is set up and ready to go before the start time.
- Be sure someone is photographing your tour.
- You have any handouts and road maps ready.
- Welcome the group, make announcements, introductions and give any instructions at this time for your tour.
- Be prepared to write an event article after the event.

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After the Event:

Congratulations on a great event! All that is left now is for you to write an article for the Freewheelers Flyer. The deadline to get your article to the Newsletter Editor is one week after the event. Again, if in doubt, take a look at articles in previous flyers for some ideas. A good length for your article is anywhere between 500 and 1000 words. Be creative and don't worry about perfection. Our Editor works wonders!

Here are some key things to mention in your article. The Registration Director will be able to provide you with most of the statistical information:

- Number of members in attendance.
- Any new members in attendance and what car they brought.
- What were the "first in tour" cars and what makes them special.
- Where did you go, what did you see and what were some highlights.
- Anyone you may want to give special thanks to.

Here is an example of a flyer event article. This is an abbreviated example. Your actual article should be anywhere between 500 to 1,000 words.

It turned out to be a beautiful sunny day in Emeryville as 96 Freewheelers joined together for the East Bay Surprise Tour. We started the day with tire kicking, coffee and donuts as we marveled over some amazing Freewheeler vehicles. Among those were a few first on tours including Prince's super cool 1962 little red Corvette, Sally's very fast 1965 Mustang and Aretha's flashy 1960 pink Cadillac. It was a pleasure to introduce new member James Bond who arrived in style in his 1963 Aston Martin.

After everyone was registered, it was time to head out on our tour of Emeryville. First stop was the Ikea Auto Museum. Many Freewheelers were dazzled by the number of assembly required vehicles on display. Next stop was.....

Our tour ended at the Hungry Freewheeler Diner where we enjoyed a delicious lunch and shared stories of the sites. Many thanks to.....



Thank you for hosting an event and showing your support for the Freewheelers Car Club!