

# ACTTogether.us Volunteer Recruitment Guide

## Maximizing Event Attendance: Best Practices

Getting people to RSVP is one thing--getting them to show up is another. At ACTTogether.us, we've seen it all: full sign-up sheets, empty chairs. This guide outlines field-tested strategies to reduce no-shows, keep people engaged, and turn casual supporters into reliable attendees. Think of this as your roadmap to full rooms and strong turnouts.

### 1. The Rule of Halves

It's a hard truth: only about half of your RSVPs will actually attend. Plan accordingly. If your goal is 100 people at an event, aim for 200 confirmed yeses. Don't be discouraged by this--it's just math. Work backwards and expand your outreach to hit that true attendance number.

### 2. Personalize the Invitation

People are more likely to show up when the invite feels personal. Try:

- One-on-one asks via DM, text, or call
- Using someone's name in the subject line or message
- Reminding them why their presence matters: "You'd bring great energy to this" or "We need your voice in this space"

Mass invites are okay, but personal asks get results.

### 3. Follow Up--More Than Once

People are busy. They forget. Make sure to follow up after the RSVP:

- Send a calendar invite right away
- Text or email a few days before the event
- Send a same-day reminder

If it's a bigger event, try calling people individually. A call the night before can seriously boost attendance.

### 4. Make It Easy to Say Yes

Reduce the friction:

- Include clear start/end times
- Give parking/transit directions
- Provide a contact person for questions
- Be upfront about food, accessibility, childcare, etc.

The more someone knows what to expect, the more likely they'll commit.

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## 5. Create FOMO (Fear of Missing Out)

Use social proof and energy to build momentum:

- Share who's coming or speaking
- Post behind-the-scenes teasers
- Drop clips or throwbacks to past events
- Use phrases like "Spots filling up" or "You won't want to miss this"

You're not selling a product--you're building a moment. Make it feel exciting, unique, and urgent.

## 6. Incentivize Attendance

People are more likely to show up if there's something in it for them. Consider:

- Free food or drinks
- A giveaway or raffle
- A powerful speaker or performance
- Exclusive access to follow-up actions

It doesn't have to cost much--but showing people you value their time goes a long way.

## 7. Build Habit, Not Hype

Consistency breeds reliability. The more regular your events (weekly, monthly), the more people start to make them part of their routine. Keep the energy up, but also create a dependable rhythm that your community can count on.

## 8. Say Thank You--and Mean It

After the event, send a thank-you message to attendees. Share photos, quotes, or next steps. Publicly shout them out if possible. Let them know their presence mattered.

This builds long-term engagement and increases the chance they'll come to the next one.

## Final Word

Attendance is a reflection of how well we're connecting with our communities. Use this guide to turn RSVP lists into full rooms, and one-time guests into repeat organizers. Showing up is powerful--but making people want to show up? That's organizing.