

FOR YOUR COUNCIL & EVENT COMMITTEE

How to fill your seats

You've booked the speaker. Now the only job that matters is *attendance*. Here's the part most councils underestimate:

A great flyer doesn't fill a room — distribution does. What fills seats is putting the event in front of the right people **many times, in many ways** — and, above all, **personal invitations from your board and committee**. A flyer emailed once gets ignored. The same flyer, plus three personal asks from people they know, fills tables.

1. The single biggest lever: personal invitations

Every board member, committee member, and key volunteer personally invites **5–10 people** and follows up. Hand each of them the flyer and a one-line script: *"I'm bringing a few people to hear this speaker — his story is unforgettable. Sit at my table?"* If 20 people each bring 5 guests, that's 100 seats before a single email goes out.

2. Know who fills a fundraiser

- Current and lapsed donors
- Board members + their personal networks
- Local business & civic leaders
- Eagle Scout alumni & their families
- Current Scout families
- Community partners, churches, employers

3. A simple timeline

- 6 weeks out** Lock date, venue, and a registration link. Post the flyer. Send Terry's **personal invite video** to your full list. Brief your board on their invite goals.
- 4 weeks out** Send the **press release** to local newspaper, TV, and radio. Email #1 to your list. First social posts (use the kit graphics).
- 2 weeks out** **Board personal-invite push.** Email #2. Ask businesses about table sponsorships. Keep posting.
- 1 week out** Reminder email. Final social push. Personal calls/texts to key prospects.
- 2 days out** Last reminder. Confirm head count and registration table plan.

4. Channels — use as many as you can

- ✓ Email (at least 3 sends)
- ✓ Facebook event + posts
- ✓ LinkedIn (reach business leaders)
- ✓ Instagram post + story
- ✓ Council newsletter
- ✓ Printed flyers: bulletin boards, churches, schools, employers
- ✓ Local press (press release)
- ✓ Personal calls, texts & table invites

5. What's in this kit — and how to use it

- **The event flyer** — email, post, and print it. Send us your date, time & location and we'll drop them in.
- **Social graphics** — ready-sized for Facebook/LinkedIn and Instagram.
- **Press release** — fill the brackets, send to local media 3–4 weeks out.
- **MC introduction** — hand it to whoever introduces Terry on stage.

One last thing: when you want it, Terry speaks **right before your ask** — he warms the room and hands the moment straight to you. Make sure your ask is ready the instant he finishes. That hand-off is where councils see the **15–20% lift** in giving.