

Guide to Listing an AMC Event on Meetup

For AMC Leaders



Meetup has proven to be a wonderful tool for recruiting participants (not to mention new members and future leaders) of all backgrounds for AMC activities, and it works best when leaders who list events on the site understand how to use it to its full potential. This document was created to help leaders use Meetup in a way that increases participation on their events and fosters awareness of AMC as a larger conservation, education, and recreation organization.

Why is this important? Meetup has proven to be an excellent way to market Chapter offerings to a wide range of people of diverse backgrounds. [Expanding the size, breadth, and strength of the AMC Community](#) is a large part of AMC's mission of connecting people to the outdoors and is key to the continued growth and vitality of our local Chapters. When used well, Meetup helps Chapters reach many more people than we may have been able to reach otherwise.

***Please note: this guide provides best practices for posting an AMC event on an official AMC Chapter Meetup Group. If you are an active leader and you do not have access to post events on your Chapter's Meetup Group, you may have to request access from the Meetup Group Organizer.*

A few best practices for listing an excellent Meetup listing:

1. **Always post events on AMC's Activities Database (ActDB) before listing on Meetup** to verify Leader member status and approval—leaders are covered by AMC insurance only if they are active members of AMC, and all events must follow established approval workflow.
 - a. It is important that the listings on outdoors.org reflect the entirety of your Chapter's activities for people who are looking for local AMC events—all social events should be posted in ActDB even if they are already posted on Meetup.
2. **Photos** are an important part of all social media sites. Leaders should include a photo and brief bio as part of their Meetup profile.
3. **Link to the ActDB listing** for your event for registration if registration is required.
 - a. Even if registration is not required, link to the listing on outdoors.org so that Meetup members recognize your event as part of a larger organization.
4. Follow the guidelines of the [AMC Activities Database Style Guide](#) to ensure that your listing provides all of the necessary information to those interested in participating.
 - a. Title: Location/Destination, Duration/Distance, Level of Difficulty (Easy, Moderate, etc.)
 - b. Details: Use full sentences and short paragraphs, make it interesting and fun!
5. **Describe event in detail.** For a trip, include distance, explain level of difficulty, terrain, what participant needs to bring, etc.—see Style Guide for more details.
6. As much as possible, interact with your event participants before and after the event—say it was good to see you, **follow up** with them, invite them to join in other local Chapter activities, and invite non-members to join AMC!



Guide to Creating a Good Listing on Meetup:

- **What should we do?** (Trip title) should be the same as the official listing on outdoors.org.
 - Using the AMC [ActDB Style Guide](#), include location, level of difficulty, etc.
- **Select a place** (location guidelines). If it is a show and go, list an accurate location and time. If registration/screening is required and you are concerned about unscreened participants showing up at the trailhead, you may make the location in “select a place” general (such as the park, not the parking lot). Be sure to put the final destination in the title.
- **Details** should explain the trip and, if needed, reinforce the requirement to register via ActDB (provide link to trip listing). Details need to include special skills required, equipment and gear needed, food and water needed and any options for early outs. A photo in the description is always a plus for attracting more people.
- **Charging for this Meetup?** For trips requiring payment from participants, use your chapter’s preferred method of payment collection – most use offline checks for leaders that have fronted the cost or PayPal for larger chapter events.
- **RSVP** settings
 - If registration is required for your event, ask Meetup members to register on ActDB. This can be done by listing events on Meetup as open, explaining the registration process in the event description, and providing the specific meeting time/location only to those who have registered.
 - If you wish to list a “show and go” event that does not require registration, you can leave the RSVP settings open on Meetup.
 - It is strongly suggested to limit attendance for outdoor activities, even show and go events. Keep in mind that only about half of those who sign up for an event through Meetup will show up.
- **Ask question when members RSVP.**
 - If screening/registration is required, use this feature to remind those that “RSVP” on Meetup (in a welcoming way, of course!) that they need to register on ActDB and/or contact the leader in order to officially be on the trip.

Need Help? <http://www.meetup.com/help/article/1746040/>