



# 10-ISH WAYS TO GET MORE STUDENTS AT YOUR NEXT EVENT

with Frank Gil

## 1 TO GET STUDENTS TO REGISTER:

- Make registration as easy as possible.
- Buy a custom event domain name.
- Post pictures of past events.

## 2 TO GET STUDENTS TO SHOW UP:

- Set incentives for registering early.
- Choose incentives that cost you nothing.
- Give students the VIP treatment.

## 3 TO GET NEW STUDENTS TO COME:

- Make business cards instead of flyers.
- Incentivize students to invite friends.
- Spend your money on fun stuff, not ads.

## 4 TO MAKE YOUR NEXT EVENT BETTER:

- Debrief everything.

NOTES FROM #GROWCON18



# 5 EMAIL SEQUENCES TO HELP YOU SCALE RELATIONSHIPS

with Kenny Jahng

**1 PROMOTING  
EVENTS AND  
RETREATS**

**4 ONBOARDING  
AND TRAINING  
VOLUNTEERS**

**2 COORDINATING  
EVENTS**

**5 CELEBRATING  
BIRTHDAYS**

**3 WELCOMING FIRST-  
TIME VISITORS**



# 5 TIPS FOR WHEN **LEADING VOLUNTEERS** GETS DIFFICULT

with April Diaz

**1 MAKE SPECIFIC  
ASKS**

**4 COACH THROUGH  
CONFLICT**

**2 ESTABLISH A  
PROCESS**

**5 WHEN NECESSARY,  
LET THEM GO**

**3 EXAMINE THEIR  
COMMITMENTS**

NOTES FROM #GROWCON18



# CULTIVATING A CULTURE OF **STUDENT** **LEADERSHIP**

with Jeff Wallace

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**1 DISCOVER WHO'S IN  
THE ROOM**

**3 DEPLOY YOUR  
STUDENT LEADERS**

**2 DEVELOP THE  
STUDENTS WHO  
WANT TO LEAD**

NOTES FROM #GROWCON18



# HOW TO PARTNER WITH ANY PARENT

with Jeremy Lee

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**1 THE PARKING LOT  
PARENT**

**3 THE COMMITTED  
PARENT**

**2 THE CONNECTED  
PARENT**

NOTES FROM #GROWCON18



# 5 WAYS TO GROW AS A LEADER

with Tyler Reagin

**1 ASK GREAT  
QUESTIONS**

**4 CHOOSE  
INTEGRITY**

**2 FIGHT FOR  
HUMILITY**

**5 STEWARD  
WELL**

**3 BECOME  
SELF-AWARE**