



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

**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

**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