

## 30 event reminders that actually get replies

Copy one, change the words in [brackets], send. They are grouped by when you send them, because a reminder that works a week out does nothing on the day.

The rule under all thirty: every message asks for one small thing, or removes one thing in the way.

### 1 Two weeks out: ask for a yes or a no

Two weeks is early enough that a no costs nobody anything, which is exactly why you get one.

- 1 [Event] is two weeks out. Quick gut check, are you in? Yes or no is fine, I just need a headcount for chairs.
- 2 Putting together the list for [event] on [date]. Can I count you in? A no is a useful answer too.
- 3 Save [date]. [Event], [time], [place]. Reply with a thumbs up if you are planning to come and I will stop asking.
- 4 We are deciding how much [food / how many tables / how many copies] to get for [event]. Could you reply yes or no by [day] so we get it right?
- 5 [Event] is on [date]. If that date does not work for you, tell me. If enough people say the same, we will move it.

### 2 One week out: give them the count

A number turns a broadcast into a situation someone can affect.

- 6 We are at [number] confirmed. If you have been meaning to answer, now is the helpful time.
- 7 [Number] of you have said yes to [event] so far, including [name] and [name]. One week to go.
- 8 One week until [event]. We have room for [number] more, after that it is standing room.
- 9 We still need [number] more people for [event] to [run the way we planned / fill both tables / make the bus worth it]. Can you be one?
- 10 Quick update on [event]: [number] coming, [number] still to hear from. If that is you, a one word reply is plenty.

### 3 Three days out: answer the reason nobody says

Nobody tells you the real reason they are not coming. Answer it before they have to.

- 11 Coming [day] but you will not know anyone? Find me, I will introduce you to three people.
- 12 Parking for [event] is [where]. Use the [which] door. If you have not been before, it is the one by [landmark].
- 13 Kids are welcome at [event]. [There will / There will not] be something for them to do, so plan for that.
- 14 In case you are wondering what it is like: [format, e.g. a short talk, then food]. Nobody will ask you to stand up or say anything.
- 15 No need to bring anything to [event]. If you would like to, [item] is the one thing we always run short of.

## 4 The day before: shrink what you are asking

You are not asking for the evening any more, you are asking for half an hour.

- 16 On the fence? Come for the first 30 minutes and leave if it is not for you. Nobody will notice.
- 17 Tomorrow at [time]. If you can only make part of it, the most useful part is [the first half hour / the vote / the end].
- 18 [Event] is tomorrow, [time], [place]. That is all, no reply needed.
- 19 If you said yes and something came up, just tell me. No explanation needed, it only helps me plan.
- 20 Bringing someone with you tomorrow is completely fine. Send me their name so there is a seat.

## 5 The day of: make arriving late fine

On the day, the thing between a member and the door is usually the belief that arriving late is worse than not arriving.

- 21 Starting in two hours. Running late is fine, just come.
- 22 Doors open at [time]. We start properly at [time], so there is no rush.
- 23 We are here and set up. [One line of what it is like, e.g. Coffee is on and there are good seats left.]
- 24 Can't make it in person? Here is the link: [link]. Join for any part of it.
- 25 [Event] starts in [30 minutes]. If you are on your way, we will save you a seat.

6

## After it ends: write to the people who missed it

The cheapest attendance you will ever get for the next event comes from the people who did not come to this one.

- 26 Missed you today. No guilt, the next one is the [date].
- 27 Thank you to the [number] of you who came tonight. Here is the one thing we decided: [decision].
- 28 For everyone who could not make it, here are the [notes / photos / slides], about two minutes of reading: [link]
- 29 A few people asked about [topic] tonight. If you were wondering the same thing, the answer is [answer].
- 30 What would have made it easier to come today? One word is plenty. It will change how we plan the next one.

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