

INCH On The ROAD

INCH ON THE ROAD RESOURCE PACKET

Our purpose is to partner with local support groups to bring a “day of encouragement” to the homeschoolers in your area. Below is a basic plan but we can change the details so that it fits your group and your situation.

Thank you for volunteering to be the event coordinator to help in making INCH on the Road the most successful event it can be. We appreciate your help to oversee the process that brings the INCH on the Road Conference to your area. You are not expected to do everything yourself. Recruit a team to help ensure that the entire process moves along smoothly.

As the process unfolds, you are bound to have questions. Please do not try to handle the challenges alone. Trust in the Lord. Pray about everything. But always feel free to call or email us for encouragement as well as advice. We will always do our best to help.

The INCH Leadership Team

Have Questions? Want Feedback? Email: inch@inch.org

INCH Responsibilities

- Registration set up and manage registration on the INCH.org website (you will get notification of each registrant)
- Speakers provided for the event
- Program created and printed for the event
- Marketing of the event statewide

HOW TO SCHEDULE AN “INCH ON THE ROAD” EVENT

- Fill out an INCH ON THE ROAD REQUEST FORM: <https://www.inch.org/inch-on-the-road/>
- Pick a date for the event
- Find a facility to have the event
- Create a Team to help with the event. See “Team Volunteers” below
- Set a Registration Fee – see “Costs Estimate/Budget” below.
- Decide if you will provide lunch or direct attendees to where they can buy lunch.
- Recruit volunteers to be the “MC” for the day and a worship leader to lead worship at the two keynote sessions. See “Sample Event Timeline” below.
- Market the event. Minimum number of attendees is 40. See “How To Get the Word Out” below.

Team Volunteers

The following positions may be helpful in planning your event.

1) PRAYER COORDINATOR: Recruits and manages a team that is responsible for praying for the Event and all those involved. Someone who is respected for being godly and prayerful and can get others excited about joining them in prayer. We advise recruitment of this coordinator early in the process because you will need prayer support from the get go!

2) MARKETING COORDINATOR: Recruits and manages a team that is responsible for drawing Event attendance through planned local Publicity Projects and word-of-mouth campaigns. Someone who is well-respected with broad contacts and a charismatic personality. See "Get the Word Out" on details.

3) FACILITY COORDINATOR: Recruits and manages a team that is responsible for setting up and cleaning up the Event facility. Someone who is diligent and thorough, with great attention to detail.

4) REFRESHMENTS COORDINATOR: Recruits and manages a team that is responsible for hosting breaks during Event and provide lunch options – either on-site or information about nearby restaurant options. Someone with a cheerful disposition, experienced handling food, and with a good eye for presentation.

If at all possible, meet with your team members all together at least once before the event for prayer and building of team unity. This is a good time for exchange of ideas, updates on volunteer recruitment, publicity strategies, etc.

Checklists

2 Months from the Event

- Event Coordinator: Event Coordinator contact information (i.e. phone #, mailing address, and email address) provided to the INCH on the Road Conference Coordinator. Contact: inch@inch.org
- Event Coordinator: Final date for the Event has been confirmed by email or phone with INCH.
- Event Coordinator: A suitable facility has been secured for the confirmed date.
- Event Coordinator: All Team Coordinators being recruited.
 - Prayer Coordinator has been recruited. Name _____.
 - Marketing Coordinator has been recruited. Name _____.
 - Facility Coordinator recruited. Name _____.
 - Lunch Coordinator recruited. Name _____.

1 Month from the Event

- Information to INCH for the Program
 - Directions
 - Facility Map (optional)
 - Lunch Options – If on-site, cost of lunch. If off-site, list/map of area restaurants.
- Publicity Coordinator: Publicity Projects are reaching out to area homeschoolers through support groups, sports teams, FaceBook, Word-of-Mouth.

2 Weeks from the Event

- Event Coordinator: Check in with INCH to confirm details and that minimum number of attendees (40) have registered.
- Refreshment Coordinator: Plans decided if serving lunch to attendees or providing information to local restaurants. Recruit helpers for serving lunch even if only serving lunch to the speakers.

1 Day from the Event

- Facility Coordinator: Facility has been cleaned and is ready for setup.
- Facility Coordinator: All sound equipment is tested and ready. MC and Worship Leader are confirmed.
- Refreshment Coordinator: All needed Refreshment Area equipment & tables are in place and ready.
- Facility Coordinator: Any tables to be borrowed from classrooms have masking tape labels with their room number for proper return.
- Facility Coordinator: Registration Tables are set in place.

SAMPLE EVENT TIMELINE

TIME ACTIVITY

9:00am-4:00pm – INCH on the Road One Day Mini-Conference

9:00am – Registration and Browsing Speaker Tables
9:30-10:45am – Opening Keynote Session: Home Discipleship
11:00-12:00- Workshop Period 1
12:00 noon - 1:00pm – LUNCH / Shopping
1:00-2:00 - Workshop Period 2
2:15-3:30pm - Closing Keynote: Homeschooling Freedom
4:00pm – Shopping concludes.

Cost Estimate/Budget

Costs for INCH on the Road

- Cost of Building rental for the day of the event
- 20% of Registration fee to INCH for administration fee – includes all printing, registration on the INCH website and marketing state wide about the event.
- Travel/Mileage Expenses of Speakers. IRS mileage rate for 2017 was 53.5 cents a mile
- Lodging Expense – cost of a hotel room for speaker if necessary due to distance or special request.
- Lunch provided for speakers on the day of the event

HOW TO GET THE WORD OUT

ABOUT THE INCH on the Road CONFERENCE

THREE SIMPLE STEPS TO HELP PROMOTE THE INCH on the ROAD CONFERENCE

The web has made it possible for friends and family to stay in touch with one another so much more easily than ever before, if we simply use it. It allows us to quickly share what we are excited about with others who may share our enthusiasm. You may do this via an email and a text message, through your page on any of the popular social networking sights such as FaceBook and Twitter and by posting about the INCH on the Road Conference on any blog, forum, chat room or website you may host (or contribute to) online. It's a whole new way of communicating, and through it you can make a big difference in a very short time.

By taking the following Three Simple Steps you can help us publicize the INCH on the Road Conference in your own circles of influence. Please complete all three steps as soon as possible.

1. Create an "Event" on FaceBook, and/or place a "banner" or "badge" on any blog or social networking sites you are involved in, promoting the INCH on the Road Conference and linking them directly to your event on FaceBook or www.INCH.org. Be sure to post regular updates on FaceBook.
2. Send out a brief email, text message or "tweet" to all of your homeschooling family, friends and neighbors. In your communication be sure to ask them to register at the INCH website at www.inch.org and if at all possible, to register online and plan to attend the conference. Be sure to send reminder emails as the event gets closer.
3. Champion the conference in your own local support group. Word of mouth and personal invitation are some of the most powerful marketing tools. Pass out flyers at your local support group co-op meetings and other events. Link to INCH on the Road onto your homeschool support group's website and/or sending out a group-wide email blast from one of your leaders to your fellow members.

Thanks for doing what you can to help us promote this important event!