

Registering Women for WOW conference
Testimonial
by Terri Rudolph
Group Leader for Albany, NY 2004 conference
Group size: 68

Dear Betsy,
So good to hear from you. Don't know if our registering so many women had to do with our process as much as having so many women motivated to learn more about God's word and a church and Pastor/Pastor's wife who were so excited to be involved.

We began early to **announce** that WOW would be coming to Albany and to share with our women how excited we were about this opportunity. This early "advertising" gave the ladies time to ask questions about WOW and for us to give lots of encouragement about the conference.

We put out a very **early sign up sheet** and this gave women who could the opportunity to pay early and others the chance to save up for a later registration. Getting names of those who were interested was helpful for me to continue to raise the registration issue with women who were slow to respond.

I think that addressing the idea of attending together and staying together at the hotel early, gave women time to plan ahead.

I collected the registration fees from all the women and because I am bookkeeper here, I was able to deposit the checks into our Women's Ministry account and pay for all the registrees with one payment. I also kept a spreadsheet of names, addresses, phone #'s etc. so when the time came to register, it was easy to print up the necessary info for WOW. I think it made things easier for the women here not to have to fill out registration sheets for themselves and to have me do it for them and take care of the financial end.

I think we probably had 60% of our women attend the conference. Leadership excitement has a lot to do with it!

Hope this was a little helpful ---**EARLY ADVERTISING, LOTS OF ENCOURAGEMENT AND MAKING THE PROCESS REALLY EASY FOR THE LADIES WORKED FOR US.**

God bless you for all you are doing for the Lord on behalf of women.

Terri

Remember the

4 P's:

- ▶ Pray
- ▶ Promote
- ▶ Personally invite
- ▶ Persevere

and

Follow up!!



Suggestions for building Groups!



"Enlarge the place of your tent, stretch your tent curtains wide, do not hold back; lengthen your cords, strengthen your stakes. For you will spread out to the right and to the left; your descendants will dispossess nations and settle in their desolate cities."

Isaiah 54: 2-3

Group Leaders

Actively promote the conference, encouraging women to attend and to gather registrations

Promote by getting the brochure into the hands of as many women as possible and following up to help them register efficiently and in a timely manner.

Ask their local church or other women's groups if they may promote the conference by making the **BROCHURE** available.

Collect registrations with full payment from each conferee and send them to WOW by the conference early bird deadline.

See the group form and conference brochure for further details.

Group Incentives

1. **Group of 10:** With paid registrations of 10 you will receive 1 Free registration Plus another Free for your pastor.
2. **Group of 20:** As group leader of 20 paid you receive 2 Free Registrations Plus the Free Pastor's pr Pastor's Wife Registration.
3. **Group of 25:** As a group leader of 25 paid you receive 2 Free Registrations Plus the Free Pastor's or Pastor's wife Registration Plus a Free complete set of the event Tapes or CDs.
4. **Group of 50:** As group leader of 50 paid you receive: 5 Free Registrations; the free Pastor's of Pastor's wife Registration; the Free complete set of the event Tapes or CD; **PLUS FREE HOTEL ACCOMODATIONS!** (One room—two double beds....up to four in the room.)

Group deadline ends approximately one month before the conference date!

Building Groups

Where do I start?

- **PRAY!!!** and make a plan.
- **TALK** with your pastor and women's group ministry leader **NOW!!**
 - a. How will this conference build up and strengthen your church?
-- Clearly articulate WOW's vision and mission
 - b. ASK for leadership suggestions, support and promotion of the conference.
 - c. Discuss with the leadership the 'how' of gathering registrations. Think about how you will do this in your congregation. What will work best?
 - d. Get the conference date on the church's **CALENDAR**.
 - e. Can the church 'scholarship' any registrations for women that would otherwise not be able to attend?
- **SET A GOAL!!! 10, 25, 50, 75, 100.** Think creatively of how you can meet this goal. **MAKE A LIST OF NAMES OF EVERYONE YOU KNOW!!! REACH OUT** to others...how about the younger women and teens?
- **BEGIN** to personally distribute the **BROCHURE** as soon as it is available. Enthusiastically share how a WOW conference has affected your own life, and encourage women to pray about coming.
- **TAKE** their **REGISTRATIONS** as soon as possible!! Early registrations gets that cost out of the way, so women can plan on their accommodation costs.

- **DISCUSS** payment options: Is everyone going to pay the church and the church send a check or put it on a credit card? Are they going to pay you? Or are you going to gather the registrations with each woman making out a check or credit card info to WOW?
- **USE** the promotional resources available (**Brochures, WOW display, powerpoint presentations, announcements, bulletin inserts**) as your pastor gives permission for whichever resources will work best for your church.
- **INVITE** women from outside your church to register in your group. Remember a 'group' is simply collecting registrations **to be sent in together with an assigned group leader.**

Pray,
Promote,
Personally Invite,
and Follow up!!!
Ask, "Are you coming to the WOW Conference?"

YOU can make a difference in a woman's life that will have **ETERNAL** value!