



# Turnout

## Turnout planning template

Turn-out: This is the MOST IMPORTANT part of planning your event. Make sure you set a goal for turnout, taking the “rule of three” as consideration. The rule of three is the three slices everyone you invite will fall into: Out of everyone you invite, half will say they will come. Out of those, half will actually show up.

PEOPLE INVITED	[HALF] WILL SAY YES	[HALF] OF THE “YES” WILL SHOW UP
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For example, if you invite 30 people, 15 will say they will come and out of those 15, seven or eight will actually show up.

## BENCHMARKS

How many people should have RSVP'd at each of these intervals. Reference these numbers to stay on track.

<b>2 Weeks Out (40-50% of goal)</b>	
<b>1 Week Out (75% of goal)</b>	
<b>3 Days Out (90% of goal)</b>	
<b>Day Of (100% of goal)</b>	