**Outline: How to increase attendance at your RoadRally - Jim Crittenden**

I. Introduction

II. Sell, not tell

III. Target markets

A. Never run a rally before

B. Have run at least one rally

IV. Let more people know

A. Email

B. Online listings and calendars

1. Your Region’s website

2. SCCA website

3. Facebook

4. Local event calendars

5. MotorsportReg

C. Car clubs

D. Brochures and flyers

V. Bring ‘em back again

A. Arrange for friends

B. Contestant feedback forms

C. Pre-check well