

THE MOB SHEET

TIPS TO BECOMING A SUCCESSFUL MASS MOBSTER

Where to start

Think out what you want to do with a Mass Mob. Our focus here in Buffalo is to bring a Mass Mob of people to our city's struggling historic churches. The purpose is to help raise awareness of them, give a much needed shot of people in the pews and some extra money in the collection basket. We wanted to differentiate the Mass Mob from a normal tour coming to take pictures and see a church by asking people to come to Mass to worship together and experience it as the place is intended.

For you, really define what you are trying to accomplish and stick to it. It is simple as sitting down with a piece of paper and writing out your goals. This helps you think through what you are trying to do. We encourage people to put their own slant on the Mass Mob.

Don't do it alone

Find a small group of like minded people to help you organize. The more people you have helping the easier it will be to get tasks done in planning a Mass Mob and it helps having others to bounce ideas off one another.

You should also seek out groups or organizations you think could be a partner in helping promote the Mass Mob.

Frequency of Mass Mobs

After some thought, we decided to do the Mass Mob every couple of months. The idea is we didn't want the concept to get old quick and that our organizers have their lives to contend with. Holding them in this manner allows for enough time to build momentum and publicize each new one.

How to select a church

When we started, our organizers selected the first church. By doing this, it allowed us to focus on one church and really promote the first Buffalo Mass Mob. We partnered with a church that we knew the public loved and where we would get a decent crowd to help propel the Mass Mob into the spotlight locally.

After the first Mass, we incorporated public voting into the process via an online poll to help us choose future Masses. This helps in having it spread via social media.

We also make the churches aware of what we are doing and make them an active partner in the process.

Getting the word out

Website, social media, press releases, etc.



Website...you can get a simple WordPress or Blogspot blog for free or if you are savvy enough, you can create website in some other form. Regardless of how you do it, it should be the HQ for your Mass Mob. Why? Even with Facebook, Twitter, etc...it is still the easiest way to have your Mass Mob accessible to the world. It assures that almost everyone with a computer can find you. It is where Buffalo Mass Mob holds its voting.

Facebook...get a page for your Mass Mob. The pages are easy to create and gives you an easy way to share what you are trying to do via social media.

Twitter...set up a Twitter account. It is easy to do and will give you another social media vehicle to promote your Mass Mob.

Be sure to use your network of Twitter followers and Facebook friends, groups, pages to help spread the word. The key to social media is getting people to share.

Press Releases...get a quick education on writing press releases. It is the simplest way to inform local media on what you are doing. You can look for press release examples on the internet.

Sending Press Releases to local media...every local TV, radio, newspaper, magazine, etc. has way for you to submit press releases to them. The contact information is readily available on their websites. If you provide them with the information, they will publish. Maybe some won't, but some will. Also, don't limit sending press releases only to major news outlets...send to every outlet you can find or that you are familiar with.

Keep it simple

What we have told others is that you should try to keep your Mass Mob simple...don't over think what you are trying to do. The beauty of and what has made Buffalo Mass Mob a success is that we have kept the concept simple...create a Mass Mob event and ask people to come.

Buffalo Mass Mob hopes this document gives you a quick start guide on how to get your Mass Mob up and running. Please don't hesitate contacting us for additional information via our website <http://BuffaloMassMob.org>.