



## A Coordinators Guide to Ca\$h Mobbing

### Two Weeks before the Mob:

1. You will want to set up an Events section on your Facebook and website about the upcoming Ca\$h Mob at least two weeks before your event.
2. Get your name on the official Cash Mob website  
<https://cashmobs.wordpress.com/near-you/>
3. On your social media accounts and website, start posting articles and information about what a Ca\$h Mob is. I posted the following articles:

<http://www.wtkr.com/news/wtkr-local-group-planning-to-conduct-cash-mobs-in-small-businesses-20111215.0,3295745.story>

[http://online.wsj.com/article/SB10001424052970204464404577114792428726720.html?mod=googlenews\\_wsj](http://online.wsj.com/article/SB10001424052970204464404577114792428726720.html?mod=googlenews_wsj)

### One Week before the Mob:

1. Contact the chosen local merchant to let them know about the Mob. That way, they can stay open later if they are normally closed during the mob time. This also ensures proper staffing for the Mob, so that they are not overwhelmed.
2. Announce the meet-up location to the public. *For example: "The Mob will meet at the corner of Front and Butlers Streets at 5:15 Monday January 10<sup>th</sup>."*
3. Find a great place for the "After Mob." The best one is usually a bar/restaurant close to the Ca\$h Mob location. We do not ask our After Mob location to discount anything, only to offer a specialty "Mob-Tail" that is themed to the chosen mob location. They should also be willing to provide a space for people to cast their votes for the next mob. It is like a double-mob, since almost all of the mobbers went to vote, got the drink, and the majority ate dinner!  
*For example: When the Cooks Shop was mobbed, the Marietta Brewing Company Created a Peanut Butter Chocolate Chip cocktail to go along with the baking theme.*
4. All week make sure to continuously blast the location, directions, rules, related articles, and anything that you think will help drive the mob traffic.
5. Make sure to contact the media about your event through Press Releases and calls.

## The day of the Mob:

1. I recommend touching base with both the Mob, and After Mob location to remind them that the event will be today.
2. Drop off the voting supplies at the After Mob location, and find out what drink they are making so that you can announce it at the meet-up. The drink special must remain a secret since it will be themed to the chosen business, but the After Mob location can be announced in advance.
3. Arrive to the meet-up location at least a half an hour early. Things to bring with you:
  - a. A few 'loud' signs indicating this is where the cash mob will meet.
  - b. A ladder to stand on so that people can see you.
  - c. A camera and someone to take pictures.
  - d. A bull-horn is handy, especially if you are meeting on a busy road.



- e. A full write up of the rules, and a blurb about all of the wonderful things that the chosen location does for the community. This is what you will announce right before you mob.

- f. Another stand alone sign that you can leave at the location to indicate where the mob went in case someone shows up late. I recommend a dry erase board or a chalk board so that it can be reused.

## The Event:

The whole event from start of mob to the end of voting takes about an hour. It is good to have two or three volunteers to help answer questions. I recommend having one of your volunteers waiting at the After Mob to greet people when they walk in, and have one volunteer stay until the last one leaves at the Mob location.

## The Wrap-Up:

The next day, make sure to go back to the location to see how they did. Gather any statistics you can, especially the dollar amounts before and after the mob. Don't forget to check in with the After Mob location, as well.

## Articles from ReSTORE Marietta's Mob:

<http://www.mariettatimes.com/page/content.detail/id/541266/ReStore-kicks-off--Cash-Mob-.html?nav=5002>

<http://www.mariettatimes.com/page/content.detail/id/541189/Around-town.html?nav=5002>