

1MC Experience Guide

Training Manual for the 1MC Experience - Your
guide to using the 1MC Website and Community
Dashboard



Table of Contents

1MC Experience User Guide	4
Overview	4
Invite Someone to Present	4
Apply to Present	5
Search for Past Presentations	6
Log a Case for Support: Email, Webchat	7
Check-In for an Event	7
Event Check-In on the 1MC site	8
Event Check-In via QR Code	8
Leave Feedback After a Presentation	8
Register for the Site	9
Manage My Profile	10
Reset Password	11
Follow and Unfollow a Community	12
Opt out of all 1MC Communications	13
Deactivate My Account	13
Organizer Guide	15
Training Guide Overview	15
Log into the Website	15
Community Management	15
Navigate to your Community	16
Banner Image	16
Add an Announcement	17
Managing Files	19
Community Data	19
Metrics	20
Presentation Application Management	21
Review an Application	21
Approve an Application	22
Decline an Application	24
Presenter Management	25
Coach a Presenter	25
Finalize a Presentation	26
Publish a Completed Presentation	27
Publishing Steps	27
Find Past Presenters	29
Event Management	30

Request Weekly Event Cadence (if currently meeting monthly)	30
Change the Default Meeting Time	32
Cancel an Event	33
Hide an Event	35
Change an Event Date	36
Change an Event Time	37
Sponsor Management	38
View Current and Former Sponsors	38
Add a New Sponsor	39
Sunset a Sponsor	39
Organizer Management	40
Become an Organizer	41
View Current and Former Organizers	42
Invite a New Organizer to Apply	42
Review Organizer Applications	44
Accept/Decline an Organizer's Application	44
Approve an Application	45
Decline an Application	46
Send Communications	46
Send a Mass Email	47
View All Created Emails	53
Reschedule Emails	54
Request to Step Down	56
Organizer Resource Center	57
Navigate to the Resource Center	58
Redemption Code Management	58
Order Swag	59

1MC Experience User Guide

Overview

This guide provides instructions on how to perform the various functions and navigate the website.

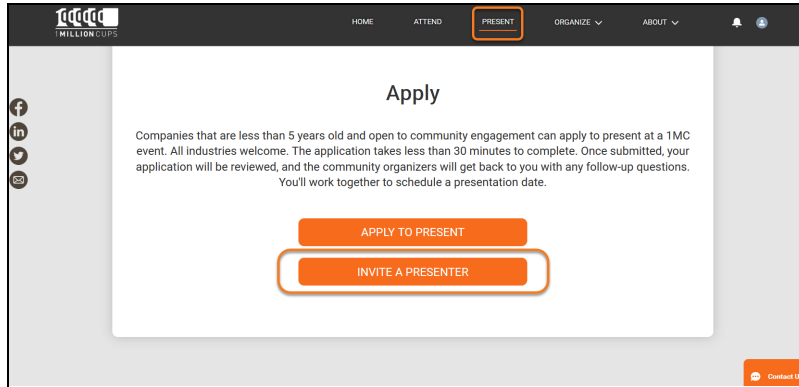
From inviting a **new organizer to join your 1MC community to having an entrepreneur apply to present**, there are numerous functions throughout the website that can be a challenge to navigate. In this guide, we'll share how and when someone would need to perform these functions.

Invite Someone to Present

Part of presenting at *1 Million Cups* is learning how to fill out and submit an application to present. All entrepreneurs that want to present in your community need to go through this process as part of their learning journey. It's important that you as an organizer understand the process a presenter goes through as well as the questions they will be asked on the application. They may need guidance and coaching on how to apply to present.

TRAINER NOTES

You can invite a company through the Present page by selecting the **'Invite a Presenter'** button, or you can access the invitation form directly [here](#).



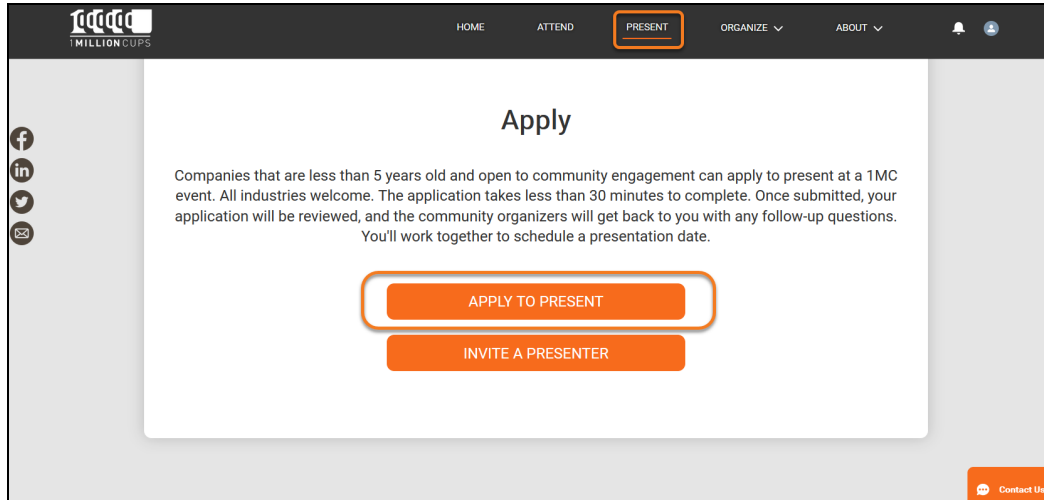
Apply to Present

An application should take **less than 30 minutes** to complete and once submitted, your organizing team should be able to see it in your 1MC Community Dashboard. Have the entrepreneur navigate to your 1MC community website and click on **“Apply to Present”**. They will be asked to create a profile page with a login and a password. That is so if they start to struggle with the application, they have the option to save it as a draft and come back to it later via the **“Presentations”** tab on their profile page. If they’re ready to go, they can click submit once their application is complete.

TRAINER NOTES

Once an application is submitted, your team of community organizers should see the application pop up on your presentations page. If you have questions or comments for your fellow organizers to review about an application, you can leave feedback for them to review by using the **“post”** function on the presentation page. If you’d like to address one organizer specifically, use the @ symbol and start typing their name to tag them.

You can apply to present through the **Present** page by selecting the **‘Apply to Present’** button to access the application form directly here.



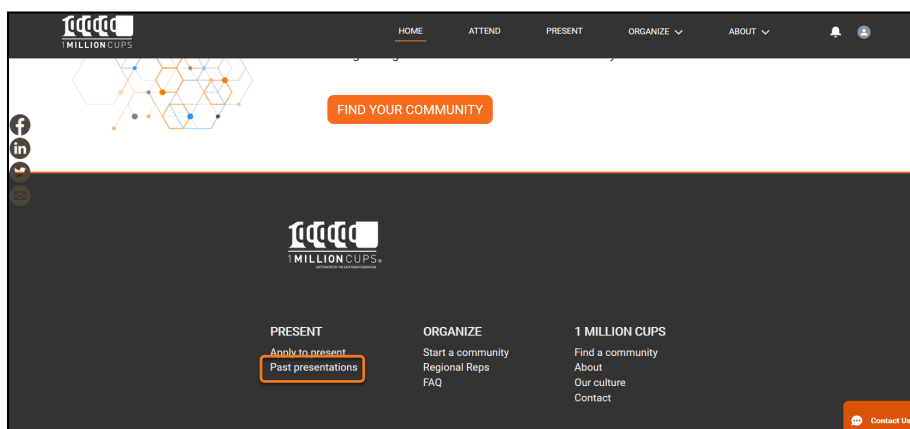
While completing the application, you have the option to submit your application, or save a draft to complete later. If you choose to save a draft, you can resume your application at any time via the 'Presentations' tab on your user profile page.

From your presentation page, you can communicate with your community organizers about your presentation by using the **'Post'** function on the presentation page, and @ mentioning the organizer's name.

Search for Past Presentations

One of the perks of presenting at *1 Million Cups* is that presentations are recorded and uploaded to the 1MC Organizer Hub so presenters can re-watch their presentation at a later date. These presentations are also available publicly on the 1MC Website. You can search for a specific past presentation, or sort by newest or oldest.

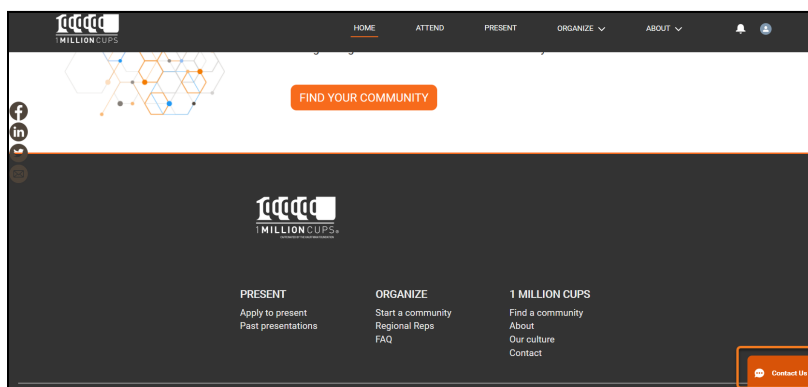
Navigate to the **Past presentations** page. This link can also be found in the site footer.



Log a Case for Support: Email, Webchat

If you experience a technology issue or have any difficulties with the website, you can contact your regional representative for help, but for a faster response and direct help with the issue, you can also chat with a support agent on the 1MC website. These agents work directly with 1MCHQ and the tech team to ensure everything is working correctly. They're available M-F 8-5 CT.

Connect with a support agent through the orange **'Contact Us'** button on the bottom right corner of the community site. If a support agent is available, you can connect directly via the live chat. If an agent is not available, this feature will allow you to submit an email to the support team.



Check-In for an Event

We have made checking in easy for attendees and organizers. There are two ways to check in via the specific 1MC Community website an attendee is at or by scanning a custom QR code we have made for each community. The QR code is the same week to week and is only available on the day of the event. The QR code can be displayed on the Wednesday morning 1MC PowerPoint, on printed flyers, 1MC business cards, or in other ways. Get creative!

You can check in on the day of an event in one of two ways:

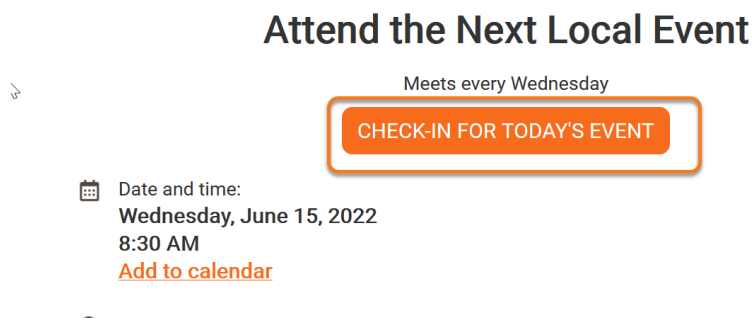
1. Navigate to the **Community** page and select the **"Check-in for Today's Event"** button for the event



2. Scan the **community's QR Code** at the event. Check-in is only available on the **day of the event**.

Event Check-In on the 1MC site

1. Navigate to the **Community** landing page
2. Scroll down and click the **Check-in for Today's Event** button for the Community event



3. Fill out your **email address**, **select the event**, and click **"Next"**

A screenshot of the 'Event Check-In' form. The form has an orange header with the text 'Event Check-In'. Below the header, there is a message that says 'Please enter your email address and select an event below to check-in.' There are two input fields: the first is labeled '*Your Email Address' and the second is labeled '*Event'. The '*Event' field has a dropdown menu with the option '-None-' selected. To the left of the form, there are four social media icons: Facebook, LinkedIn, Twitter, and Email. To the right of the form, there is an orange button with the text 'Next'.

4. A thank you message will confirm that you are checked in

Event Check-In via QR Code

If you have the Community QR code, you can scan it using your phone or tablet. The code will direct you to the Event Check in link. From here, you can fill out the form to check-in.

Leave Feedback After a Presentation

While 1MC features 20 minutes of Q&A, the time can sure fly by quickly. After the presentations are over for the week, you might be able to catch the entrepreneur afterward, but sometimes there just isn't enough time to connect then either. If you've got feedback, connections, or other ideas for the presenter, you can leave feedback within 48 hours after a presentation. This is a

great way to support the entrepreneur, send them feedback that can help them improve and grow, and stay connected with your community.

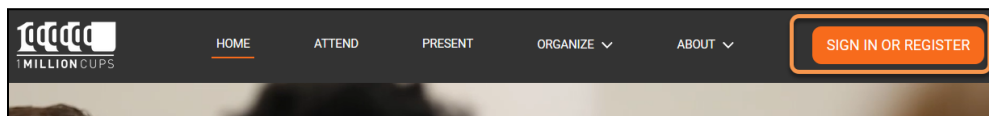
Feedback can be left within **48 hours after a presentation**. To provide feedback, you must be logged into the site.

1. Locate the presentation, which should be featured on the community page or under **"Past Presentations"**
2. Select the **'Give Feedback'** button

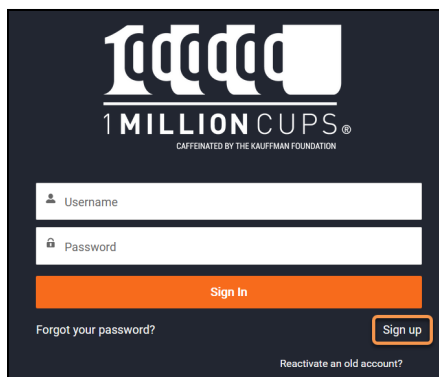
Register for the Site

Creating an account on the 1MC website will allow users to connect with their home community, give permissions to leave feedback for a presenter, opt in to receive 1MC communications, and more! Essentially, this is the ticket in for a community member to be more involved in the local 1MC experience.

1. Locate and click on the **'SIGN IN OR REGISTER'** button on the top right of the community site.



2. Below the Login button, click the **Sign up** link.



3. Complete all required fields on the registration form. Choose a **Home Community** if listed.

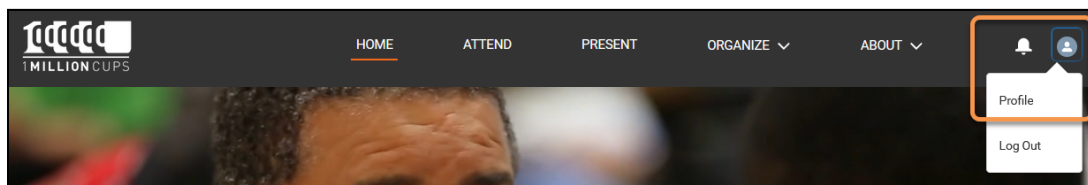
A screenshot of a web interface titled "Home Community". It features a dropdown menu with a "Choose one..." header and a scrollable list of options. The visible options are "-None-", "Albuquerque, NM", "Charleston, SC", and "Joplin, MO". The dropdown is currently open, showing these options.

4. Click **'Sign Up'**. You should receive a confirmation email welcoming you to the community site.

A screenshot of a web interface showing a prominent orange "Sign Up" button. Below the button, a small text notice states: "This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply."

Manage My Profile

Users can easily manage their profile to include a headshot image, contact information, and more. This information can be edited at any time.



Maintain your personal information within your profile, which is accessible in the top right-hand corner of the site. Through your profile, you can update details such as **contact information** and your **profile photo**.

Reset Password

1. On the login page, select **"Forgot your Password"**

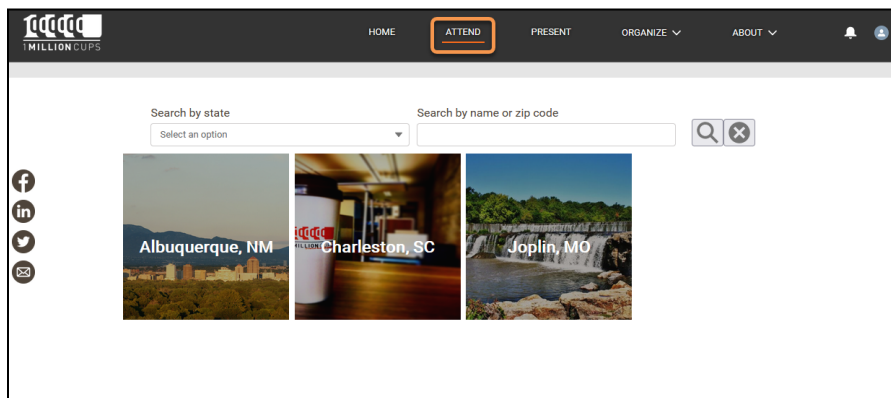
2. Enter the username for your account and click **"Reset Password"**

3. A reset link will be emailed to you

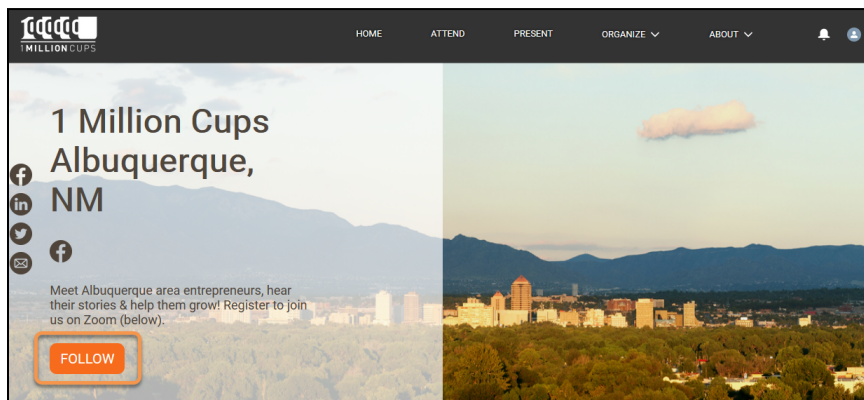
Follow and Unfollow a Community

Following a community will opt you in to receiving emails and communications about their 1MC community. You can follow multiple communities, both nearby and across the country. You never know when you might find yourself visiting another 1MC!

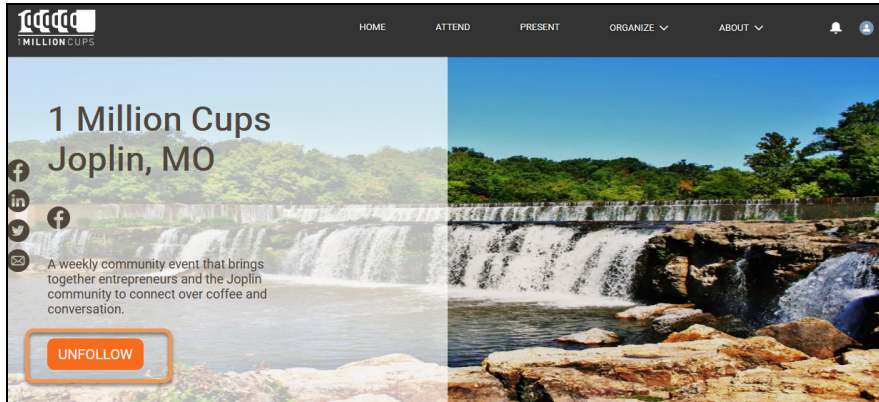
On the **Attend tab**, select the community to which you want to subscribe.



Once on the community page, select the **“Follow”** button. You will be added to the mailing list for that specific community.



If you would like to unsubscribe from the community’s communications in the future, you can return to the community page and select the **“Unfollow”** button.



Opt out of all 1MC Communications

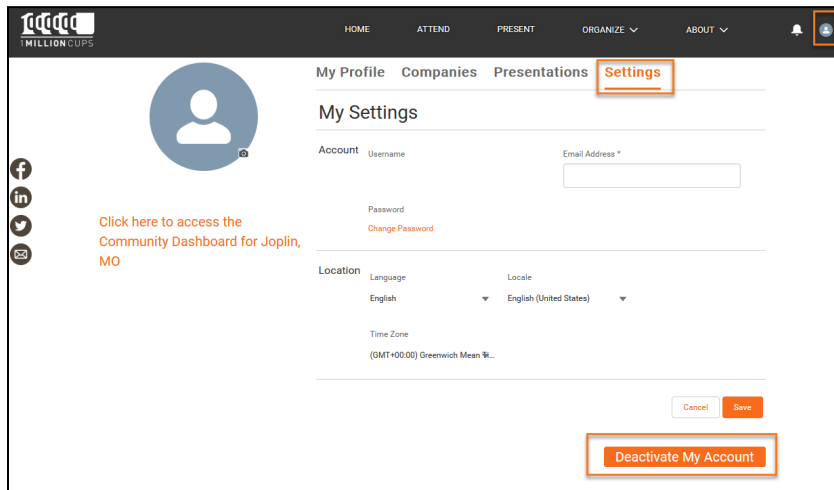
Navigate to your profile page by selecting the **person icon** in the top right-hand corner of your screen and select **Edit**.

In the Contact Information section, deselect the '**Opt Into Communications**' checkbox.

Deactivate My Account

1. Navigate to your profile page by selecting the **person icon** in the top right-hand corner of your screen
2. Select the **Settings** tab

3. Select the **"Deactivate My Account"** button on the bottom right of the screen



4. You will be automatically logged out of the site upon completing the deactivation

1MC Community Dashboard Guide

Training Guide Overview

This guide provides Organizers with instructions on how to perform the various functions of their role through the website.

Log into the Website

Login to the 1 Million Cups site by providing your credentials (username and password) on the login page.

Community Management

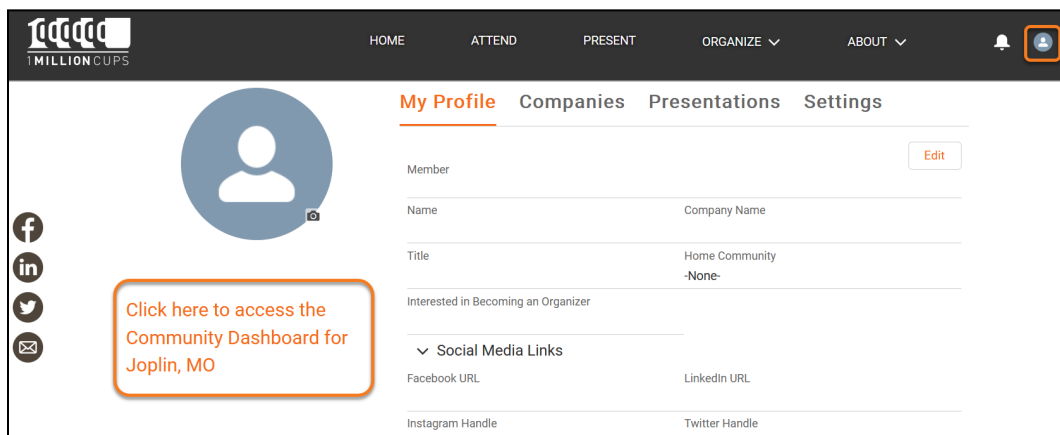
TRAINER NOTES

When it comes to community management, all active organizers are able to make changes in the Organizer Hub. What's most important about community management is ensuring all essential information about your 1MC community is correct and visible to those visiting your website. Occasionally, organizers may need to broadcast an announcement that includes parking changes, a time shift, or cancellation due to weather. You can also connect your community's social media channels within the 1MC Organizer Hub, share files with other organizers, and track your event attendance over time. Once you set up your community in the Organizer Hub, the basics of location and time, the community banner image, and other concrete items won't change, but it's good to know where these features are in case you do need to make changes.

Navigate to your Community

TRAINER NOTES

Access the Organizer Hub page by navigating to your profile and selecting the **hyperlinked name of your community**, which can be found beneath your photo.

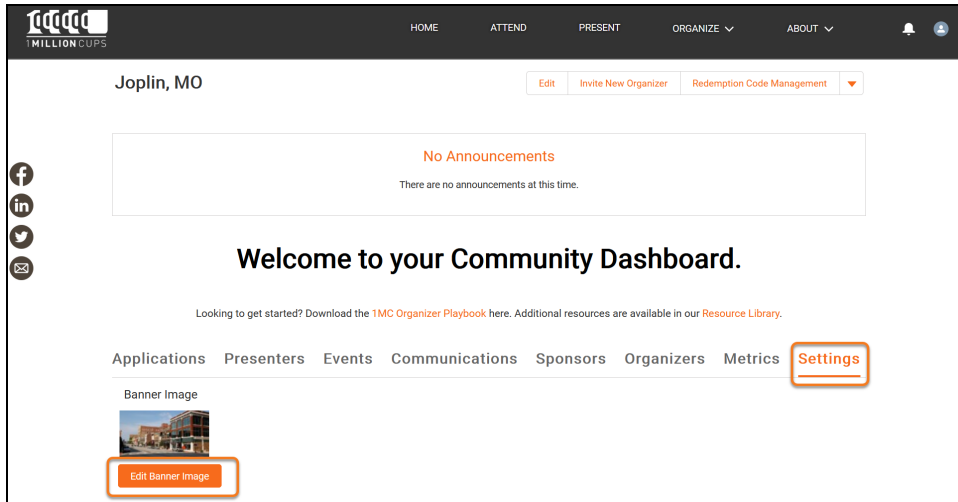


Banner Image

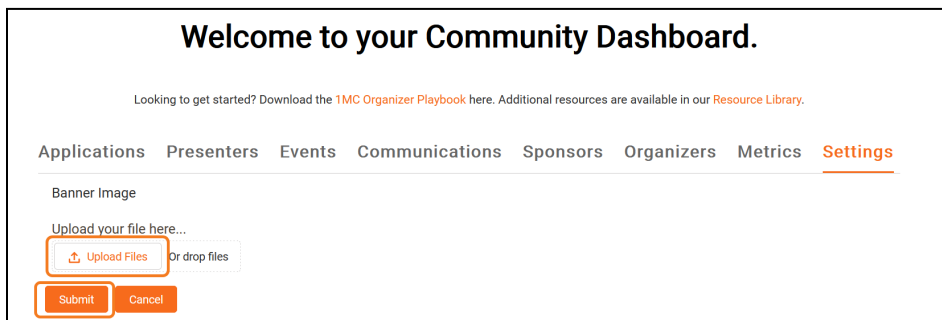
The banner image for your *1 Million Cups* community should represent your community as a whole, your city 1MC is hosted in, or could even be a group photo from a previous 1MC event. This is the image visitors will see when landing on your 1MC community website.

To add or change the community banner image, follow the steps below:

1. On the Community Management page, click the **Settings** tab → **Edit Banner Image**



2. Select an image and click **Upload**. The ideal image dimensions are 1450 x 500.



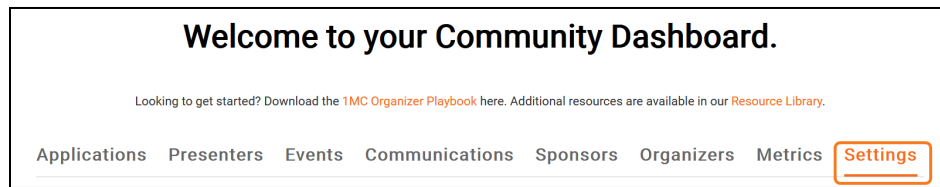
Add an Announcement

TRAINER NOTES

Every now and then, you may need to update your 1MC community on what's happening with the weekly 1MC.

To add an announcement to the community landing page, follow the steps below:

1. On the Community Management page, click the **Settings** tab

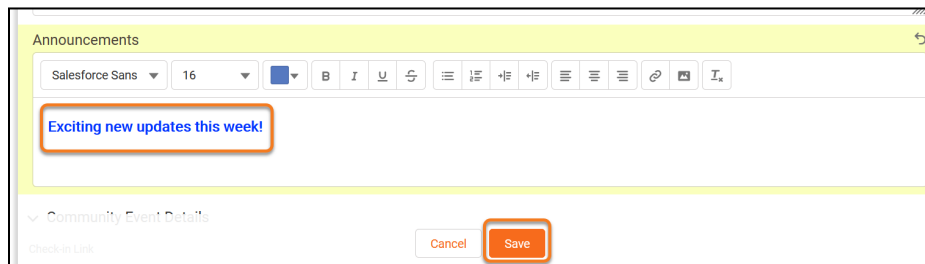


2. Scroll down to the “**Announcements**” section

3. Click on the Edit **pencil icon** to the far right



4. Input the announcement text in the text field and **Save** the changes



TRAINER NOTES

Managing Files

Each 1MC community is a little different when it comes to coaching presenters, declining applications, and even scheduling presenters. 1MCHQ provides marketing materials, branding guidelines, and a general overview of being a 1MC organizer, but they don't script everything you might need as an organizer so you can add your own flavor of community to your messaging. For example, once an application is approved, the next steps for a presenter are to have them meet with an organizer to be coached on how to prepare to present, ask them to attend a 1MC, and schedule their date to present. The language you use to message a presenter to schedule a 1:1 coaching call may not look the same as in other communities. If someone on your team has taken the time to draft a "script" for accepting a presenter, this could be a file to upload to your Organizer Hub. This will help keep everything organized in one place so anything outside of what 1MCHQ provides, organizers can be shared.

If there are resources that you wish to share with other organizers, you can upload those as files from the Organizer Hub page. Once there, select the Settings tab and locate the **"Files"** section, which is located at the bottom of the page.



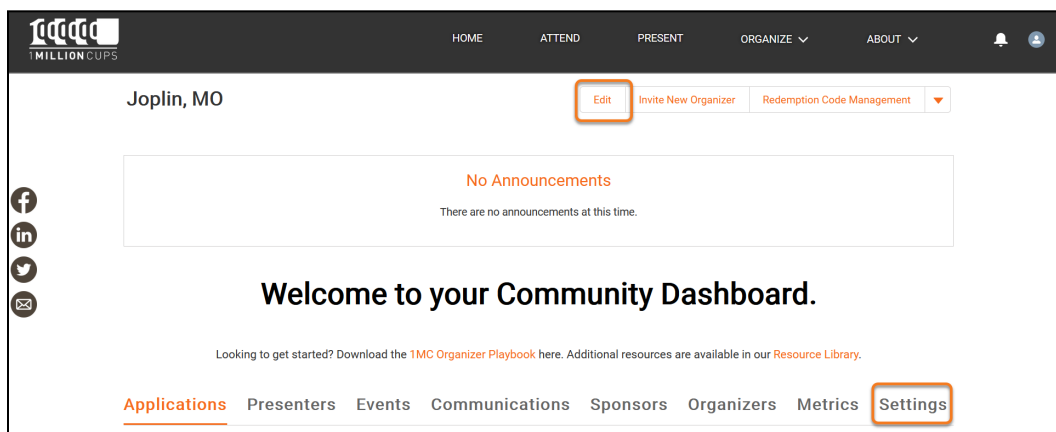
Community Data

While this may sound simple, it's important for every detail about where and when your 1MC community meets to be updated and live on your community website. If you also meet virtually via Zoom, include the details of how to get the Zoom link each week (via receiving community communications, through social media, or by coming back to your 1MC website the morning of). Communication is key for everything in life, so be sure even the newest visitor to your 1MC website clearly will know everything they need to about your 1MC community. Don't forget to include your 1MC community social media handles so people can connect, follow, and share with your 1MC online!

You can manage data about the community, including the community name, social media handles, event details, announcements, addresses, and meeting day/time.

TRAINER NOTES

On the Organizer Hub page, select the **Settings** tab or click the **Edit** button on the top right.



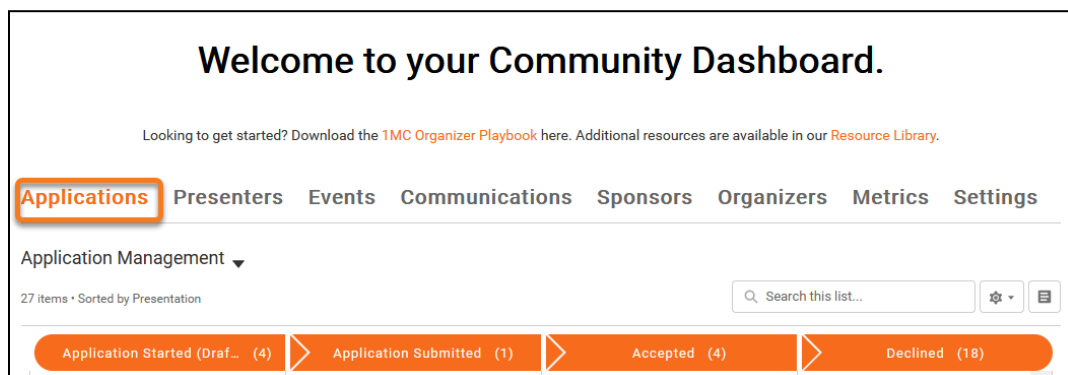
Metrics

The **Metrics** tab, found on the Organizer Hub page, will generate a dashboard with data specific to your community. The dashboard allows you to track and analyze important metrics such as event attendance, attendee and presenter demographics, and the number of followers within the community.

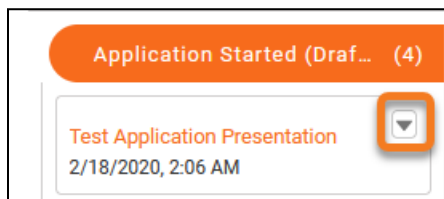


Presentation Application Management

1 Million Cups accepts presenter applications 24/7, 365 days a year. We all know entrepreneurs work strange hours, so an application could roll in Saturday at 4 am or Wednesday at 2 pm. A good rule of thumb is to check your presenter applications weekly or as often as possible. When a new application is submitted, it will be viewable under the “**Applications**” tab. Using the drag-and-drop technique, you can easily move an application status from “new” to “**Accepted**” or “**Decline**.”



Presentation applications can be viewed under the Applications tab of a community. The applications will display on a board that will allow you to change the status of the records through a drag-and-drop interface. Each record has a dropdown button that allows for editing.



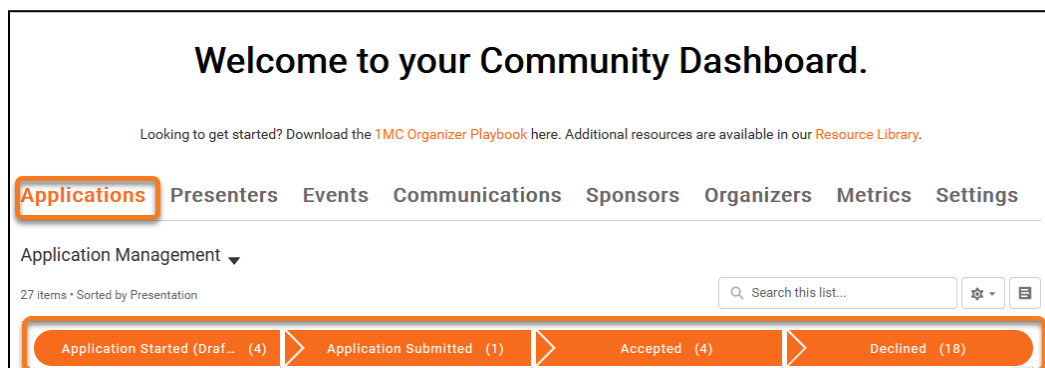
Review an Application

Yay! You have a new presenter application to review. When a new application gets submitted, it will appear in the “**Applications**” tab, along with “in-progress” applications. One of the most important roles of an organizer is presenter management. Your fellow organizers and you should review applications regularly and decide together how to move forward with a presenter.

TRAINER NOTES

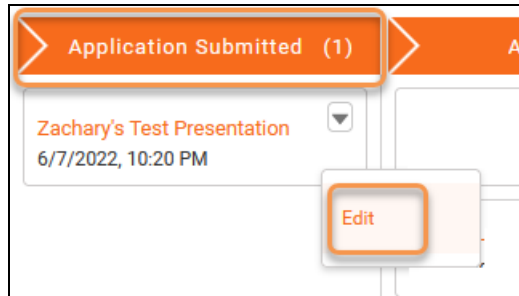
On the **Applications** tab, you can find in-progress and submitted applications.

It's a good idea to have a group consensus on a presenter application before moving it to the **"Accepted"** phase. Did the entrepreneur answer the application questions in depth? Do they fit the 1MC criteria? Have they attended a 1MC before? It's important to ensure applicants are familiar with 1MC and have attended your or another community's *1 Million Cups* community before they present. It's best if they attend your 1MC to understand the culture, meet your local community members, and get a feel for what to expect when they present.



Approve an Application

1. Select the application name or the dropdown button to **edit**.



2. Update the Status field to a value of **"Accepted."** **Save** the application. Once saved, an email will be sent to both the presenter and the community's current organizers to notify them of the accepted application.

Occasionally, you'll have to decline applications that your 1MC community receives. There are several reasons you may need to decline an application, and not all are black and white decisions. Any application that doesn't meet the 1MC criteria should be declined. Applications that ask for sales, exposure, or investment do not match the culture of 1MC and should also be declined.

TRAINER NOTES

Decline an Application

1. Select the application name or the dropdown button to edit.
2. Update the Status field to **"Declined."**
3. Provide a reason for declining the application in the **"Declined Reason"** field. You can choose from several options in a dropdown menu.

The screenshot shows the 'Edit Presentation' form. The 'Status' field is set to 'Declined'. The 'Decline Reason' dropdown menu is open, showing options: '-None-' (selected), 'Duplicate', and 'No Response'. Below these fields are three text input areas: 'Livestream Presentation' (Yes), 'Feedback From Which Group' (test from what group....), and 'Current Business Barrier' (test describe the most....). At the bottom right are three buttons: 'Cancel', 'Save & New', and 'Save'.

Edit Presentation

*Status
Declined
[View all dependencies](#)

Decline Reason ⓘ
--None--
✓ --None--
Duplicate
No Response

Livestream Presentation ⓘ
Yes

Feedback From Which Group
test from what group....

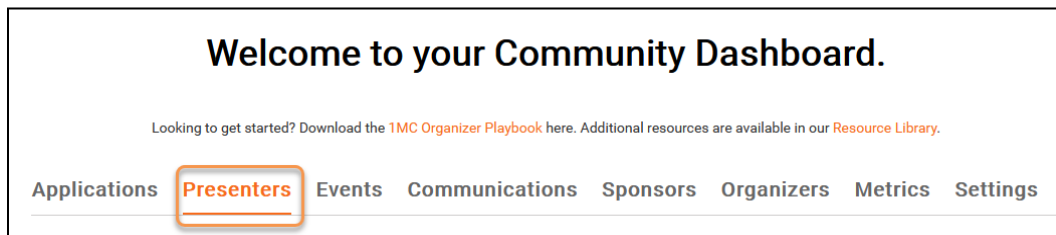
Current Business Barrier ⓘ
test describe the most....

Cancel Save & New Save

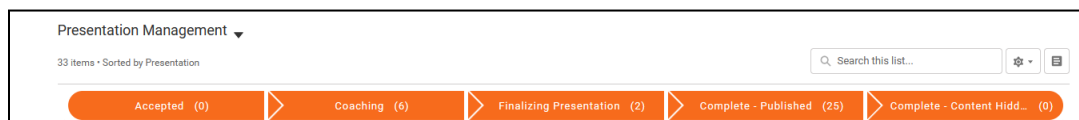
4. Upon saving the record, the applicant will receive an email notification informing them that their application has been declined. If the reason was a duplicate application, the email will specify that as the cause, otherwise, they will not receive details regarding the reason.
 - a. To prevent a decline email notification from being sent to the applicant, set the Suppress Decline Email Notification field to “true.” This is helpful if you are cleaning up past applications and do not want to notify the applicant.

Presenter Management

Approving a presenter is only the first step in the presenter management process. Once an application has been approved, it's time to move forward with coaching the presenter and scheduling their date to present at your 1MC!



All approved presentations can be managed under the Presenters tab for a community. Much like the Applications tab, you will see the presentations displayed on a board, with the statuses at the top.



Coach a Presenter

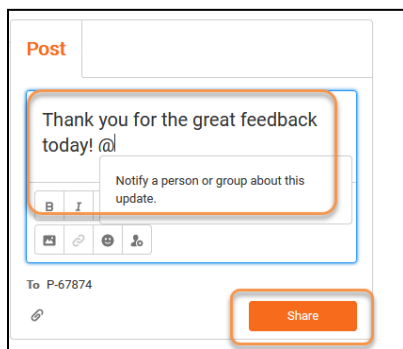
All presenters who are approved to present should be coached by one or two members of your organizing team. Whether the presenter has been to a 1MC or not, it's important to touch base with them on what to prepare for and coach them on how to answer the final question “What can we, as a community, do to help you?” Be sure to remind them of the 1MC core program format of a 6-minute presentation followed by 20 minutes of Q&A.

TRAINER NOTES

An accepted application moves to this status automatically when the presentation has been scheduled. If it has not been scheduled, it remains in **“Accepted.”**

Along with training resources that are provided to an applicant during the application process, you will have the ability to coach an applicant before their presentation. To communicate with the presenter, you can leverage the **“Chatter”** feature on the right-hand side bar. This is a collaboration tool that allows you to send messages within the 1MC Experience.

To send a message to another organizer, or to the presenter, use the @ sign, followed by the person’s name. The recipient will be notified via email and will receive an alert upon logging into the site. If there is a response, you will receive a notification and email in turn.



TRAINER NOTES

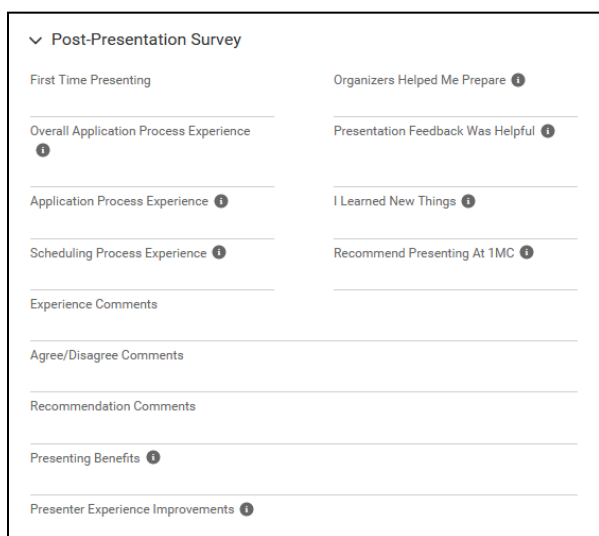
Finalize a Presentation

Congratulations on another successful weekly 1MC! Even though Wednesday might be over, you're not quite finished with your organizer role to close out this week's presenter application. After a company has presented at *1 Million Cups*, it is important to log in to the website on the following Thursday or Friday to **"Finalize"** their presentation (if they give approval for their presentation to be published). Always include a link to the video of the presentation when finalizing it so that the video is live-linked on their public business profile.

Once the presentation date has passed, the presentation status automatically updates to **"Finalizing Presentation"**. At this point, a survey is generated and sent to the Presenter. Within this form, the presenter will grant approval for their presentation to be published, and provide videos/slide decks of their content to share on the website.

You can access the presenter's response by following these steps:

1. Navigate to the Presentation record on the Organizer Hub page
2. Locate the Post-Presentation Survey section



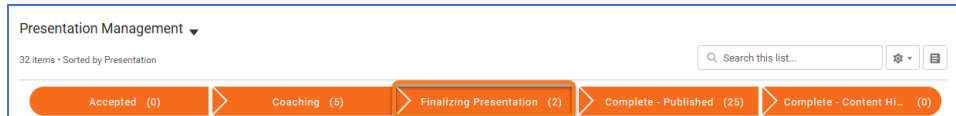
The screenshot shows a 'Post-Presentation Survey' form with a dropdown arrow on the left. The form is divided into two columns of questions, each with a progress indicator (a circle with a number). The left column includes: 'First Time Presenting', 'Overall Application Process Experience' (1), 'Application Process Experience' (1), 'Scheduling Process Experience' (1), 'Experience Comments', 'Agree/Disagree Comments', 'Recommendation Comments', 'Presenting Benefits' (1), and 'Presenter Experience Improvements' (1). The right column includes: 'Organizers Helped Me Prepare' (1), 'Presentation Feedback Was Helpful' (1), 'I Learned New Things' (1), and 'Recommend Presenting At 1MC' (1).

Publish a Completed Presentation

If a presenter consents to having their presentation shared, you can publish their content on the website. If the presenter does not consent, you can hide the content.

Publishing Steps

1. Scroll down to the Post-Presentation Survey section of a presentation that is in the **"Finalizing Presentation"** status.



2. If the presenter does not consent, move the presentation on the board to **“Complete-Content Hidden.”**

3. If the presenter consents, check to confirm that there is a URL link populated for either the Video Link or Slide/Website Link fields.
 - a. If there is a link, then the presentation can be moved on the board to **“Complete-Published.”** It will now be available as a past presentation on the website for site visitors to view.

- b. If there is no link, reach out to the presenter for that information via Chatter. Once the link is received, you will need to add it to the presentation. The presentation then can be moved on the board to “Complete-Published”. Once published, an email notification will be sent to the presenter to let them know that their content is live on the website.

TRAINER NOTES

Find Past Presenters

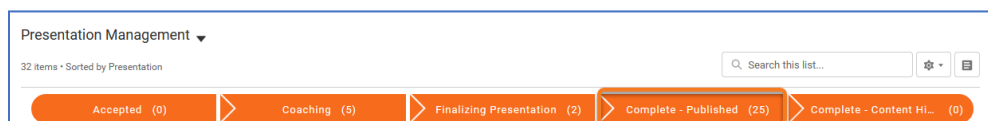
After someone presents in your community, they move into the “**Completed Presentations**” area. One of the most important “asks” of your community you can make is to ask your past presenters to come back as attendees to help the next presenter. They can add valuable

feedback, make connections, and support future entrepreneurs just by being there. You can also call on past presenters to do a “refill” in your community where they re-apply and re-present while giving updates on their business.

TRAINER NOTES

Past presenters and applications can be found under the **Presenters** tab.

1. Click on the dropdown menu above the Application board and select “**Completed Presentations**”



2. You can search for the presenter by using the search box on the upper right-hand side, or select their presentation from the board.

Event Management

TRAINER NOTES

Request Weekly Event Cadence (if currently meeting monthly)

Congratulations! You’ve taken the first step in moving your *1 Million Cups* community towards the core program. We know the challenges all communities face in finding presenters, having a weekly venue space, and having the organizer team make it all possible. But we also know what a weekly 1MC experience can do for your community. It makes it easier to organize, creates

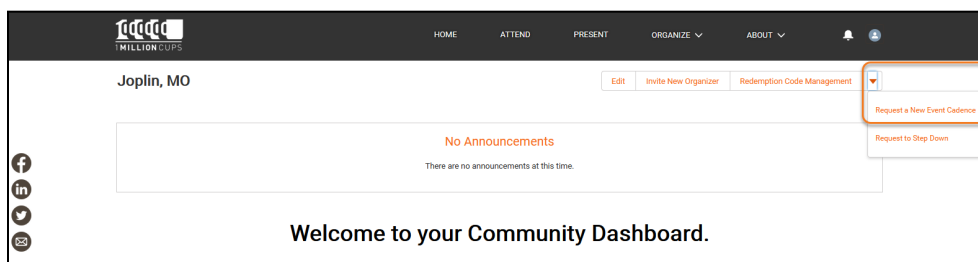
momentum in your community, and provides more entrepreneurs the opportunity to present throughout the year.

TRAINER NOTES

Connect with other organizers in nearby communities and let them know your 1MC community is welcoming presenters. Ask your community for help to find presenters and new organizers to join the team. Remember, 1MC is for the community, run by the community. So, let's get started on how to change your event cadence from monthly to weekly.

As an organizer, you have the ability to change the monthly event cadence from monthly to weekly by submitting a request on the Organizer Hub page.

From the Organizer Hub page, select the dropdown button at the top right (next to the Redemption Code Management button) and click **"Request a New Event Cadence."**



1. Select the "Yes" radio button for the "Are you moving from monthly to weekly events?" and click **Next**.

Request a New Event Cadence

* Are you moving from monthly to weekly events?

☒ Yes, we want to move from monthly events to weekly

Next

2. Populate the effective date and click **Next**. A success message will appear.

Request a New Event Cadence

Your name

First Name

Last Name

* Community Name

Joplin, MO

* When will you start meeting weekly?

Jul 4, 2022

Previous Next

3. Once the request is submitted, the 1MC support team will review it. Once approved, all future events will update to the new cadence, beginning on the date specified.

Change the Default Meeting Time

Part of the *1 Million Cups* core program is that 1MC is held weekly, every Wednesday morning. 1MC started 10 years ago in Kansas City and has grown to a nationwide program. Originally, 1MC was held every Wednesday at 9 am, in the time zone the community meets in. As 1MC grew, this made it easy to have a replicable program so that no matter where you were in the country, you'd know the nearest 1MC would be meeting at 9 am. As we heard from organizers, presenters, and community members, we learned that the time wasn't as important as meeting every Wednesday. Some communities felt meeting at 8 am made it easier to get their workday started or that meeting at 10 am gave people more time to cut across traffic. The most crucial part of choosing a meeting time for your 1MC community is to make sure you're including your 1MC community in the conversation. We know organizers are the lifeblood of 1MC, but organizers are only one part of the 1MC community that also includes sponsors, attendees, and presenters. What might be easy for you, might be a burden on an entire group of people. Take time to collect insights from your community and make a decision that helps the majority of your community make it to your weekly 1MC.

The meeting time for a community can be updated by either clicking the **Edit** button on the top right of the Organizer Hub page, or navigating to the Settings tab.

TRAINER NOTES

To change the time, scroll to the Event Details section. Update the Meeting Time field and then choose a date for the Meeting Time Change Effective Date field. Save changes. All events after the effective date will be updated to the new time.

Edit Joplin, MO

Key Dates

Most Recent Launch Date Community Anniversary

Initial Launch Date Years in Operation

Event Details

Meeting Day: Wednesday Meeting Frequency: Weekly

Meeting Time: 9:00 AM

Meeting Time Change Effective Date: 9/7/2022

Address Information

Venue Name: Advanced Training and Technology Center Venue Time Zone: Central Time (US & Canada)

Billing Address: Search Address Shipping Address: Search Address

Billing Country: United States Shipping Country: United States

Billing Street: 420 South Grand Ave Shipping Street:

Cancel Save & New **Save**

Cancel an Event

TRAINER NOTES

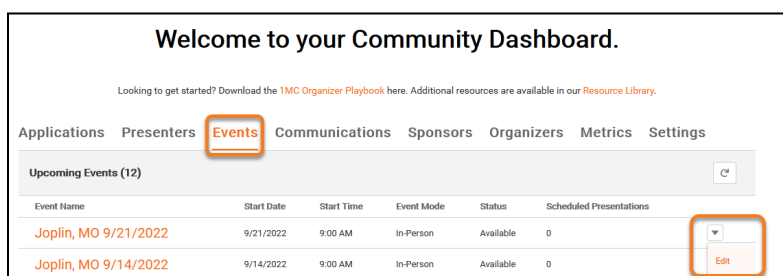
Oh no! Sometimes, life just happens, and you need to cancel an event. But before canceling, lean into the #1MCNation on Slack and **reach out to your Regional Rep** for guidance. When you don't have a presenter lined up, or your presenters cancel at the last minute, there are many ways to still have a fun weekly 1MC experience. With the power of the virtual world, many communities across the country are having attendees join via Zoom. Start a thread in the 1MC Slack channel to see who is meeting virtually at the same time as your 1MC community and consider Zooming into their community. Similarly, all 1MC communities record videos of presenters that are visible to the public. Visit a 1MC community's website, scroll down to past presenters, and view a recorded presentation. The best part is, your community could provide feedback and suggestions to the entrepreneur by asking the 1MC community organizers to pass it along.

Call on past presenters to come back and do a "refill" for *1 Million Cups*. Invite presenters you haven't heard from in over six months to reapply, and present to the 1MC Community. You'd be surprised at what all has changed in their business since their last presentation.

As always, your Regional Rep, HQ, and fellow #1MCNation are here to help. If you absolutely must cancel an event, here's how:

To cancel an event, follow the steps below:

1. Locate the event that you wish to cancel by navigating to the Organizer Hub page and selecting the **Event** tab
2. Select the Event name



3. Under the Information section, click the **Edit** button and change the Status to "**Canceled**" and **save** the changes

The screenshot shows a web form titled "Edit Joplin, MO 9/21/2022". The form is divided into several sections: "Information", "Date and Time", and "Description". In the "Information" section, the "Event Name" is "Joplin, MO 9/21/2022", the "Community" is "Joplin, MO", and the "Venue Name" is "Advanced Training and Technology Center". The "Date and Time" section shows the "Start Date" as "9/21/2022" and the "End Time" as "9:00 AM". The "Description" section has a text area. A dropdown menu for "Status" is open, showing options: "Available" (selected), "--None--", "Complete", "Canceled", and "Hidden". At the bottom right, there are buttons for "Cancel", "Save & New", and "Save".

You should receive an email afterwards with information on how to communicate this update to community members and presenters.

Hide an Event

Similar to canceling an event, try a few tactics we mentioned before looking to hide an event. The weekly 1MC experience will naturally bring in people every week to your venue on Wednesday morning even if you cancel or hide an event, so be prepared to let these people know. Sometimes, you may need to hide an event if it falls on a Wednesday where no community members, organizers, or presenters will show up and that's okay. Keep building and start filling up your pipeline for the next event.

To hide an event, follow the steps below:

1. Locate the event that you wish to cancel by navigating to the Organizer Hub page and selecting the Event tab
2. Select the Event name
3. Under the Information section, click on the **Edit** button and change the Status to **"Hidden"** and **save** the changes

Edit Joplin, MO

Information

* Event Name

Joplin, MO

Community

Joplin, MO

Venue Name

Advanced Training and Technology Center

* Status

Available

~None~

✓ Available

Complete

Canceled

Hidden

Date and Time

Start Date

Venue Time Zone

Central Time (US & Canada)

Start Time

9:00 AM

End Time

Description

Description

Cancel

Save & New

Save

Change an Event Date

To change the date of a specific event rather than the entire series, follow the steps below:

1. Locate the event that you wish to cancel by navigating to the Organizer Hub page and selecting the **Event** tab
2. Select the Event name
3. Under the **Date and Time** section, change the Start Date

Edit Joplin, MO 9/21/2022

Information

* Event Name

Joplin, MO 9/21/2022

* Status

Available

Community

Joplin, MO

Type

Entrepreneur

Venue Name

Advanced Training and Technology Center

Other

Event Mode

In-Person

Date and Time

Start Date

9/21/2022

Start Time

9:00 AM

Venue Time Zone

Central Time (US & Canada)

End Time

Description

Description

Cancel

Save & New

Save

4. **Save** changes

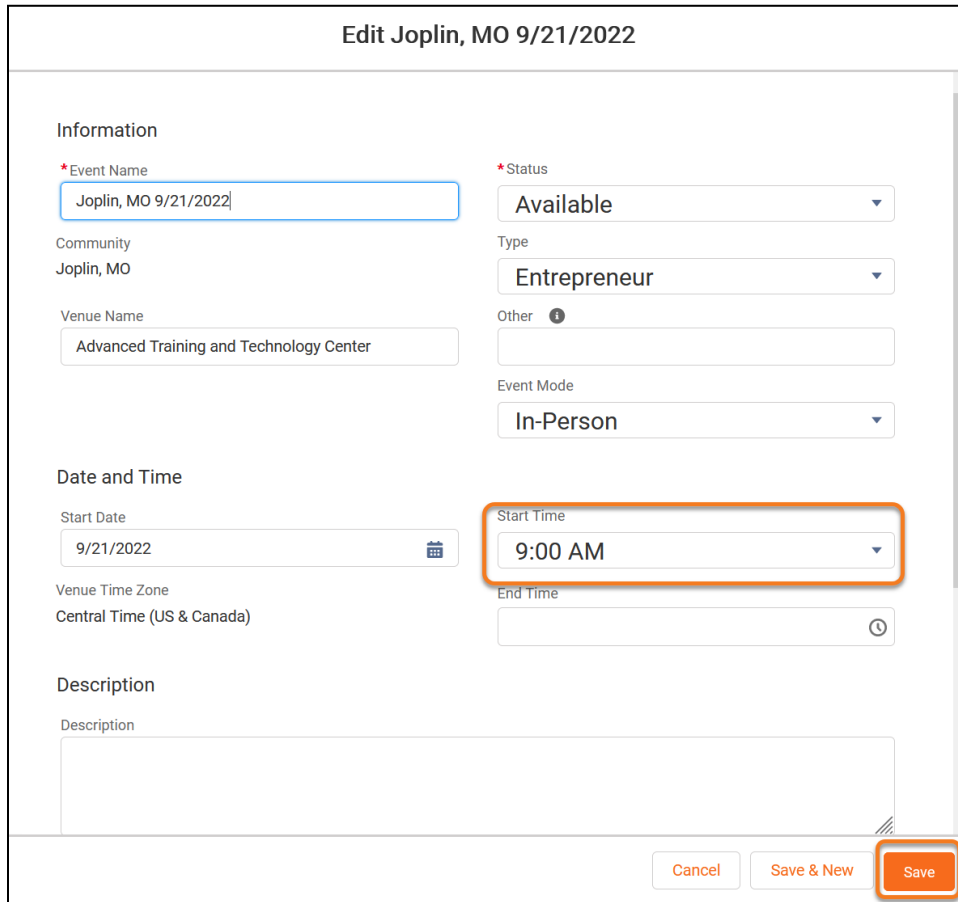
Change an Event Time

It's rare that you'll ever need to change the time of your 1MC just for one event, but it does happen. Make sure to always communicate to your community about the time adjustment since most everyone will show up at your community's regularly scheduled 1MC time.

To change the date of a specific event, follow the steps below:

1. Locate the event that you wish to cancel by navigating to the Organizer Hub page and selecting the **Event** tab

2. Select the Event name
3. Under the **Date and Time** section, change the **Start Time** and **save** the changes



Edit Joplin, MO 9/21/2022

Information

*Event Name
Joplin, MO 9/21/2022

*Status
Available

Community
Joplin, MO

Type
Entrepreneur

Venue Name
Advanced Training and Technology Center

Other ⓘ

Event Mode
In-Person

Date and Time

Start Date
9/21/2022

Start Time
9:00 AM

Venue Time Zone
Central Time (US & Canada)

End Time

Description

Description

Cancel Save & New Save

Sponsor Management

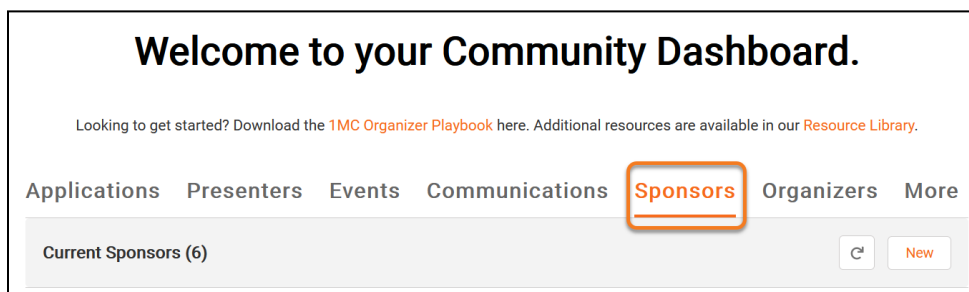
1 Million Cups community sponsors are what helps keep 1MC caffeinated, figuratively and literally. Sponsor support varies from community to community, but two things remain constant when it comes to sponsors. 1MC will always need a venue sponsor and a coffee sponsor. With a weekly 1MC cadence, it's important to ensure the venue is available to host 1MC 52 times a year without changing the day or time of 1MC.

TRAINER NOTES

Beyond those two sponsors, your community sponsors could include entrepreneur support organizations, local businesses, or other organizations that support 1MC. Be sure to recognize your sponsors at *1 Million Cups* and on your 1MC Experience website.

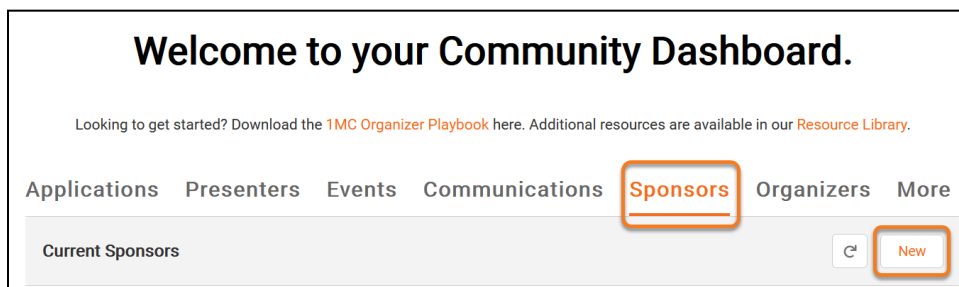
View Current and Former Sponsors

1. Locate the **Sponsor** tab on the Organizer Hub page
2. The Sponsors tab contains 2 lists:
 - a. Current Sponsors
 - b. Former Sponsors



Add a New Sponsor

1. Select the **“New”** button on the top right of the Current Sponsors list



2. Fill out the form. Ensure all required fields are populated
3. Add a logo - if there is no logo, the sponsor will not show up on the community's public page

New Sponsor

Information

* Sponsor Name

* Status

--None--

Sponsor Type

--None--

Start Date

* Account

Search Accounts...

End Date

* Community

Joplin, MO

Description

Cancel

Save & New

Save

4. **Save** the record

Sunset a Sponsor

1. Navigate to the **Current Sponsors list** and select the Sponsor name
2. Change the Status value to **"Former"** and **Save** the record
3. The sponsor will no longer show up on the community's public page

Edit Joplin Public Library

* Sponsor Name

Joplin Public Library

Sponsor Type

--None--

* Account

 Joplin Public Library

✕

Community

Joplin, MO

Description

The Joplin Public Library has offered their beautiful new space as the venue for 1 Million Cups Joplin!

* Status

Current

--None--

☒ Current

Former

Website

<http://www.joplinpubliclibrary.org>

Cancel

Save & New

Save

Just like presenter applications, organizers keep *1 Million Cups* running week after week. Organizers come from all walks of life and from different parts of your local community. When recruiting or searching for new organizers, remember to be radically and intentionally inclusive. Your organizing team should represent the full spectrum of the people who make up your community.

TRAINER NOTES

Become an Organizer

There are two ways that someone can become an Organizer. They can be invited by an organizer via email, which will contain a link to the application page, or they can apply directly through the website.

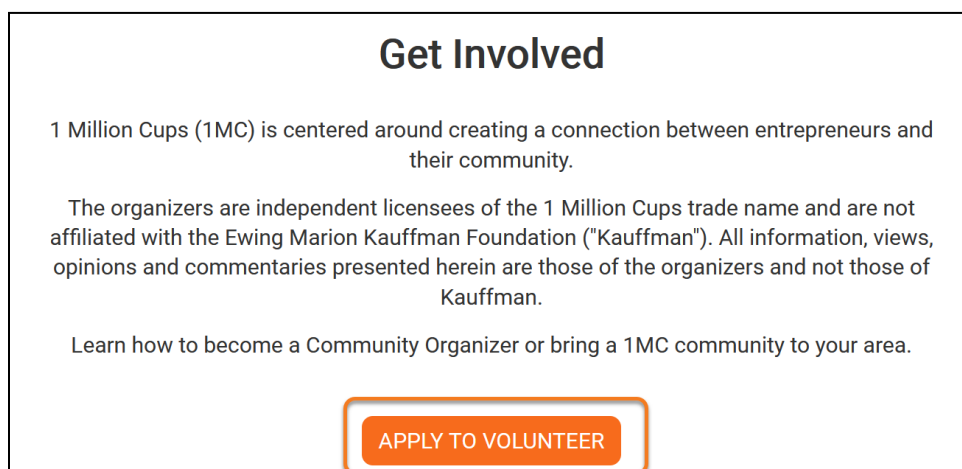
Just like a presenter is required to create a profile within the *1 Million Cups* website, any person applying to become an organizer will be required to do the same.

It is important to note that the applicant will need to be registered through the website in order to submit an application. If not, then they will be routed to the login/registration page first.

Once logged in, any person visiting your 1MC website can **"Apply to Volunteer"** with your community. Review any new organizer applications as a team. Is the applicant already an active member of your 1MC community? Are they an entrepreneur or part of an entrepreneur support organization? What expertise do they bring to the table or what role do they plan on playing on the team? Bringing on a new organizer is a big decision and it's essential to grow a team that works well together. Consider grabbing a cup of coffee with the new applicant or meeting over Zoom to connect with them and learn more about their passions.

Organizer Application Steps:

1. Log in to the Community Site
2. Navigate to the **Attend** tab and select a community
3. Scroll down on the page and click on the **"Apply to Volunteer"** button



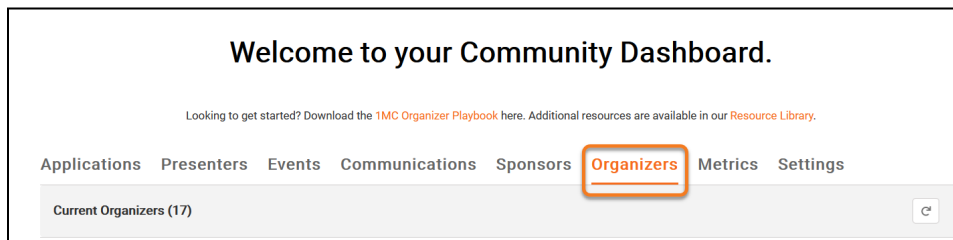
4. Fill out the form and submit. An application confirmation email will be sent out to the applicant

Once an application is submitted, it will be reviewed, and the applicant will be notified via email as to whether their application has been approved or declined.

View Current and Former Organizers

TRAINER NOTES

1. Navigate to the Organizers tab on the Organizer Hub page



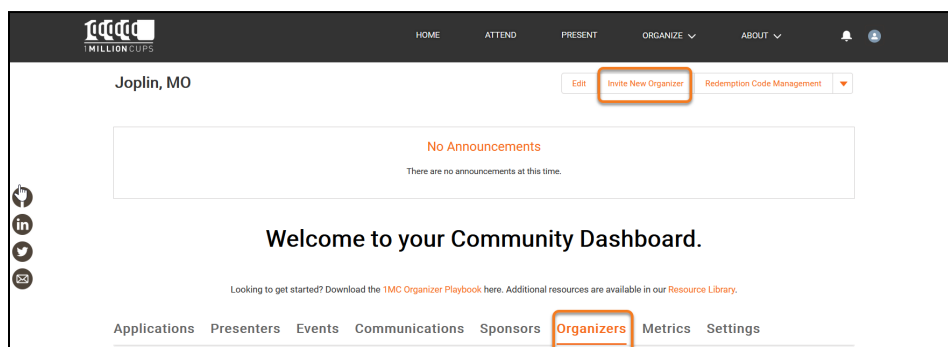
2. The **Organizers** tab has 3 lists:
 - a. Current Organizers
 - b. Organizer Applications
 - c. Former Organizers

Invite a New Organizer to Apply

We all know we connect with people over coffee (or tea!) and if you've met the perfect person interested in becoming a 1MC organizer, it's time to get them onboarded! The first step in bringing a new organizer on board is to add them to the Organizer Hub. Once you add them to your 1MC community, they will have the same permissions and level of access you do to the

Organizer Hub. Since this can be a bit overwhelming for someone brand new to organizing, be sure to help the new organizer navigate to sign up for the next 1MC orientation.

1. On the Organizer Hub page, select the **“Invite New Organizer”** button on the top right of the page



2. Fill in the invitee's **name** and **email** address

A screenshot of the 'Invite New Organizer' form. The form is titled 'Invite New Organizer' and asks 'Who would you like to invite?'. It contains two input fields: 'First Name' and 'Email'. The 'First Name' field has a placeholder 'First Name' and the 'Email' field has a placeholder 'you@example.com'. Below these fields, there is a message: 'To preview and send, click the Next button.' At the bottom right, there are two buttons: 'Cancel' and 'Next' (highlighted with an orange box).

3. Select **“Next”** to submit the form
4. An email will be sent to the prospective organizer with information about applying

Review Organizer Applications

Remember that a team rises and falls together. Be sure to vet organizer applications as a team, consider the areas in which your team needs help, and make the decision together as a community to approve or decline an application.

All current organizers will receive a notification when someone submits an application for their community. To review an application, locate the Organizer Applications list under the Organizers tab and select the application to review.

TRAINER NOTES

-
-
-

Accept/Decline an Organizer's Application

All organizers should be involved in reviewing applications that come in for their *1 Million Cups* community. Presenters may be interested in presenting in person or virtually. They may have previous experience presenting at another *1 Million Cups* community or this may be the first time they've heard about 1MC. Remember that entrepreneurs find *1 Million Cups* at different points in their entrepreneurial journey so their ability to talk about their idea or business in front of a group of people will vary.

Accepting an application is the first step in having them present at your 1MC community. Each organizer should review the application, ask any follow-up questions of the applicant, and invite them to attend your next 1MC. Once the organizing team approves the applicant, the coach will take it from there to prepare them to present.

One of the tougher sides of reviewing applications is sometimes having to decline an application. All presenters of *1 Million Cups* must meet the criteria of being in business for less than 5 years and being open to community feedback. If an applicant doesn't meet this criterion, you will need to decline the application. There are other reasons for declining a presentation that varies from not being responsive to not being open to coaching or feedback, for example. When declining a presentation, always try to soften the news and be sure to populate the reason for the declined application.

Approve an Application

1. Select the application name or the dropdown button to **edit**
2. Update the Status value to **"Accepted"** and **save** the application

The screenshot shows the 'Edit A-0086' application form. The 'Stage' dropdown menu is open, showing options: '-None-', 'Submitted', 'Under Review', 'Accepted', and 'Declined'. The 'Accepted' option is highlighted with an orange box. The form also includes fields for 'Participation Name' (A-0086), 'Community' (Joplin, MO), and various checkboxes and text areas for organizer interest and community engagement. At the bottom right, there are 'Cancel' and 'Save' buttons.

3. Once saved, an email will be sent out to both the applicant and the community's current organizers to notify them of the accepted application

Decline an Application

1. Select the application name or the dropdown button to **edit**
2. Update the Status to **"Declined"**
3. Populate the **Decline Reason** field and **save** the application

Edit A-0086

Participation Name
A-0086

*Community
Joplin, MO

Organizer Interest Form

I have read the 1MC Playbook
☐

1MC previous engagement ⓘ
I have attended 1MC but not in my current local community

Recommended by another organizer ⓘ

Referrer ⓘ

Self-description ⓘ

Working style preference ⓘ

Social media skill level ⓘ

Audio and video equipment skill level ⓘ

Website maintenance comfort level ⓘ

Who can benefit from 1MC ⓘ

Activities to welcome members ⓘ

Benefit of increased entrepreneurship ⓘ

Inspiration to apply ⓘ

Stage
Declined

Declined Reason

Cancel Save

4. Once saved, an email will be sent out to the applicant to notify them of the declined application

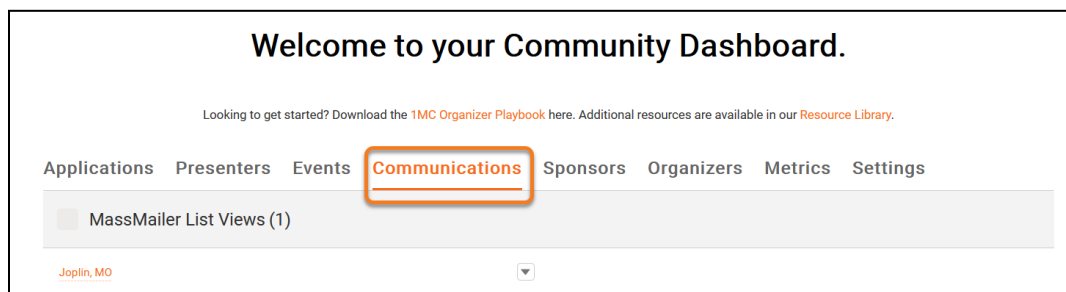
Send Communications

The 1MC Community Dashboard allows you to send communications to everyone who “follows” your 1MC community. Just as you would send a mass email communication out through other

external 1MC Experiences, the MassMailer Outreach Wizard performs the same way within the 1MC Community Dashboard. As long as a community member opts in to receive your communications, they'll never miss an update from your 1MC community.

It's great to send out communications as often as once a week to remind your community about the upcoming 1MC and who is presenting that week. If there are any last-minute cancellations or opportunities to present, you can use the communications tool to reach out to the community to help fill the presenter slot. You can also send communications about inclement weather, parking updates, or even a venue change. This tool is one of the best ways to educate and inform your 1MC community of anything you need to let them know about.

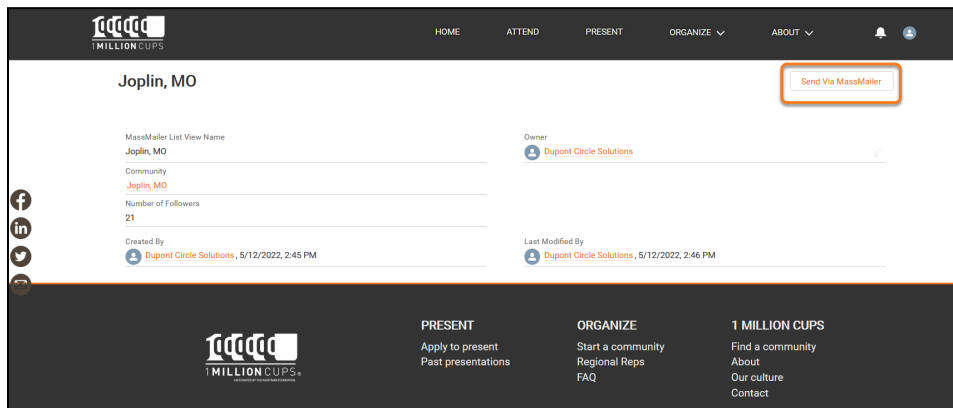
Send emails to members of your community by using the MassMailer Outreach Wizard, which can be accessed through the Communications tab.



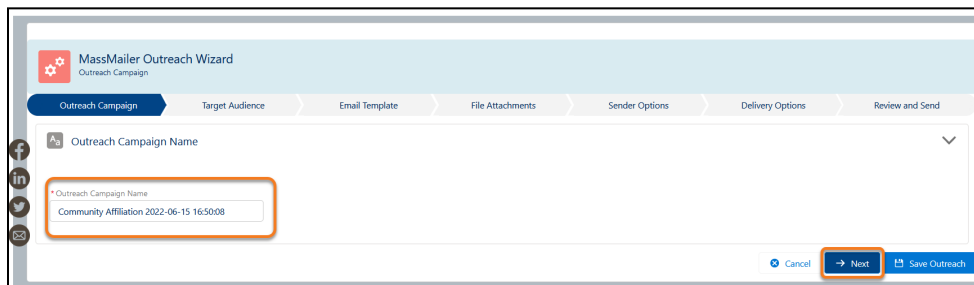
Send a Mass Email

1. Log in to the 1MC Organizer Hub.
2. In the top right, click on your user, and click on profile. This will take you to your personal profile settings page. On the left-hand side, you should have the option to access the Community Dashboard for your 1MC community. Click on that live link to be taken to your 1MC Organizer Hub.
3. Find the "**Communications**" tab and click on it.
 - a. On the Communications page, you should be able to view "**MassMailer List Views**" and "**MassMailer Outreaches**." The Outreaches are previously sent emails that have been completed, drafts, or scheduled emails. To start a new communication, click on your community name under the List Views tab.

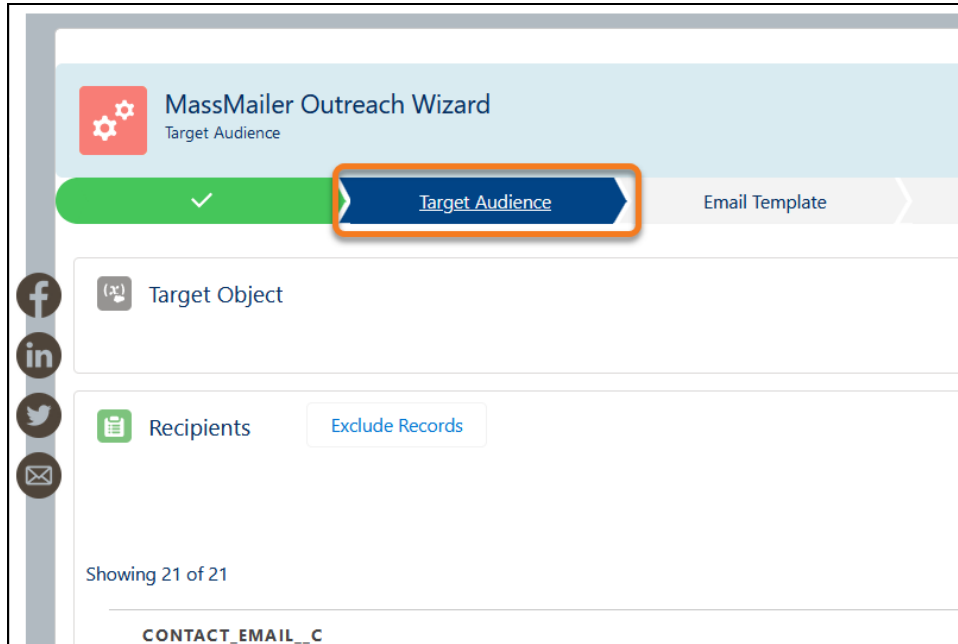
- This next screen will show the number of followers your community has. In the top right-hand corner, click on **"Send via MassMailer."** This launches the **"MassMailer Outreach Wizard"**



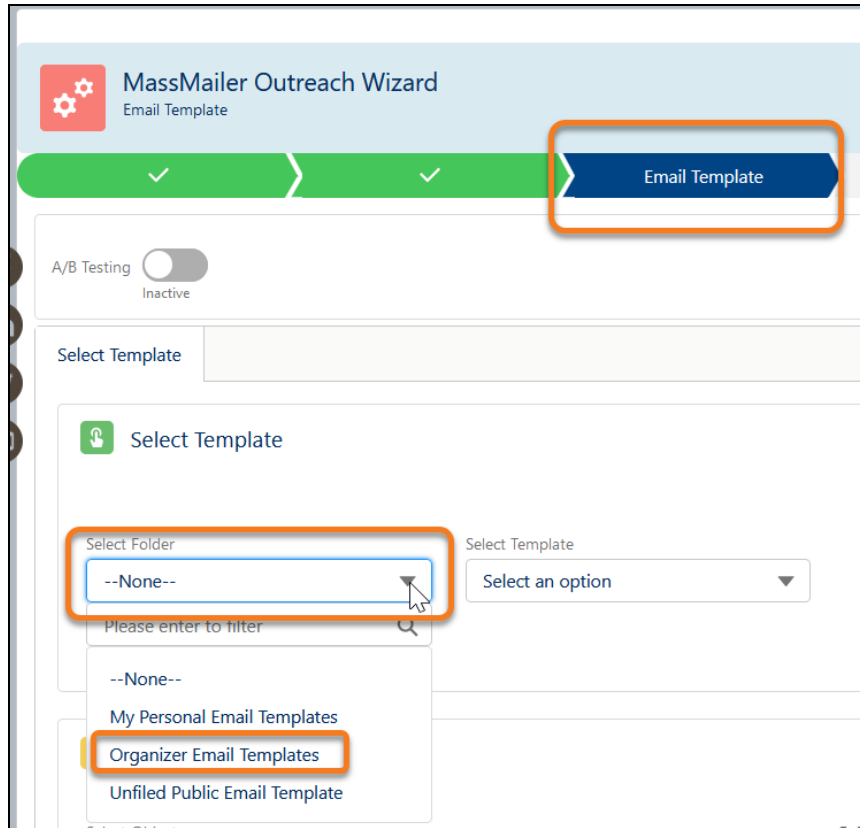
- The very first step is to name your campaign. The campaign name is visible only to internal team members. Name your campaign something that is easy to understand what it's about, so your other organizer team members can take a quick glance at previous campaigns knowing what was sent without having to click on each sent email. To navigate to the next step in the process, click on **"Next"** in the bottom right hand corner.



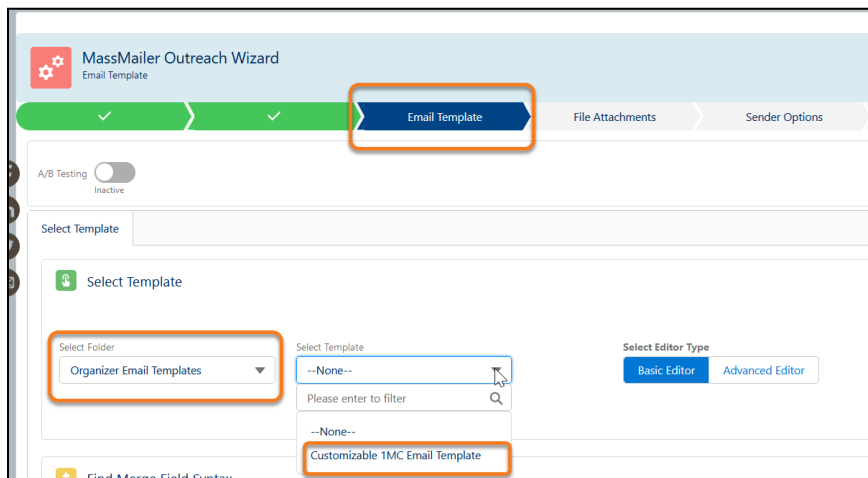
- This next screen is your **"Target Audience."** This section is pre-populated for the Community, so please do not modify. Navigate to the next screen.



7. The next screen you see should be **"Email Template."**
 - a. The very first step is to open the first dropdown titled **"Select Folder."** Choose **"Organizer Email Templates."**



- b. The second step is only activated once step one is complete. To the right of **"Select Folder,"** open the dropdown titled **"Select Template."** Choose Customizable 1MC Email Template.



- c. Scroll down to the **"Template Information"** section until you see two boxes titled **"Email Subject"** and **"Email Preview Text."** In the **"Email Subject"** field, do not change the beginning coded text `"{{{Affiliations__c.Community_Name__c}}}"`. If

you remove this, the coded information for your community will be removed. Change the text that follows (“Your Subject Line Here”) to your own custom email subject. The “Email Preview Text” will show up in inboxes after the email title. It is a short field, but can be used to add information like “Free Parking,” or “Apply to Present,” or any other quick attention grab you’d like to share.

Template Information

* Email Subject

Affiliations__c.Community_Name__c): Your Subject Line Here

Email Preview Text

- d. The final step on this screen is to create the body of the email. This is where you can get creative. The email building template allows you to drag and drop elements from the right into the email template, such as “image,” “button,” “divider,” and more. To edit text, simply move your cursor over the text box in the email and click anywhere to begin editing. Just as you would write in Microsoft Word, a window will pop up allowing you to edit the font type, size, underline words, bold case, etc.

Select Email Body Type

HTML TEXT

Actions Show structure

CONTENT ROWS SETTINGS

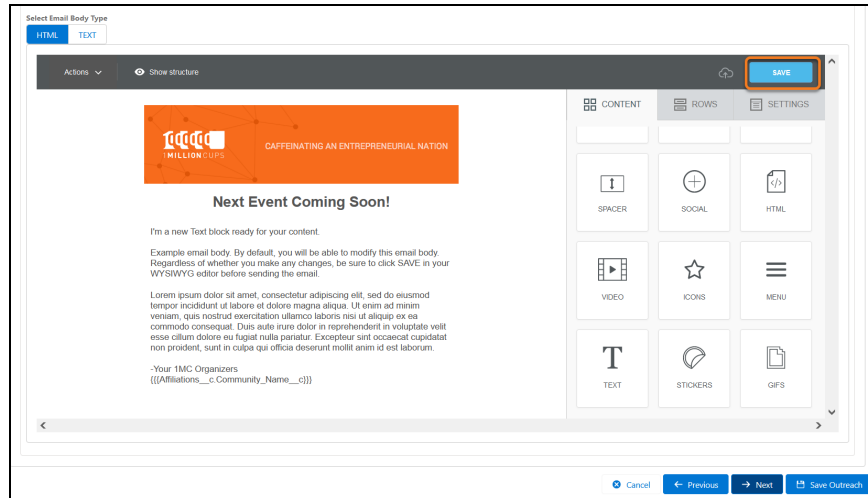
SPACER SOCIAL HTML

VIDEO ICONS MENU

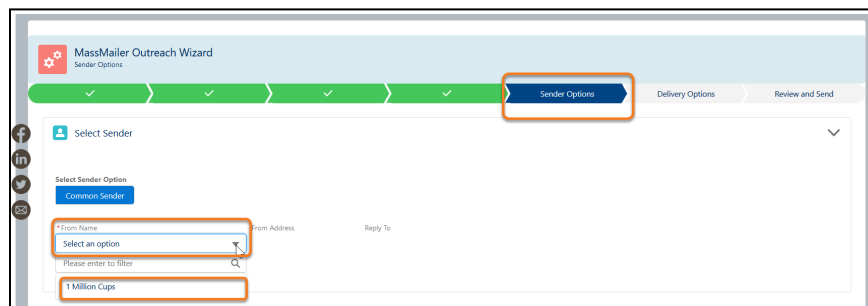
TEXT STICKERS GIFS

Cancel Previous Next Save Outreach

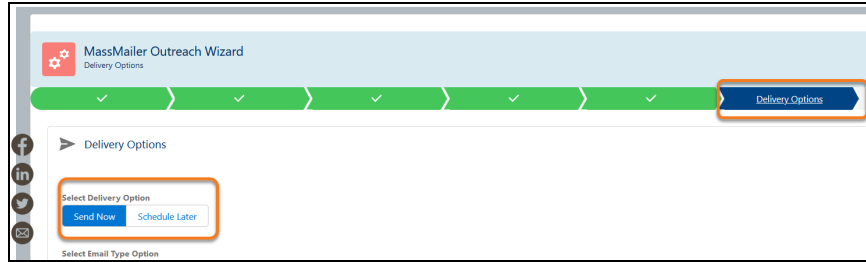
- e. Once you are happy with your email creation, at the top of the content boxes, there is a “**save**” button. Click save before navigating to the next screen.



8. Unless you need to attach a file, such as a flyer, you can skip over the next screen and navigate to **"Sender Options."**
 - a. The default from and reply to email address is uneditable, but you will need to open the dropdown for **"From Name"** and choose your 1MC community name.



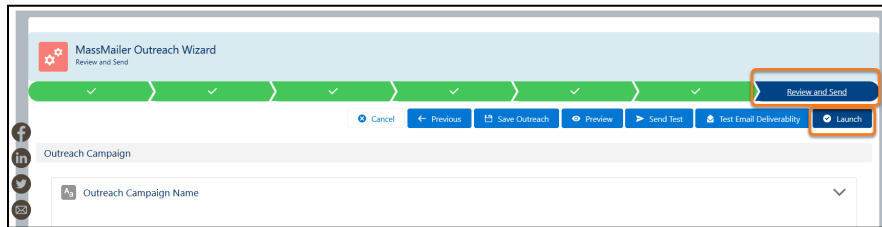
- b. You also can "CC" or "BCC" contacts on this screen.
9. The next screen will show you **"Delivery Options."**
 - a. Under **"Select Delivery Option,"** you can send now or schedule later. If you choose schedule later, two entries will pop up for you to enter the date and time you'd like the email to send.



- b. The rest of the sections on this page leave with the default settings.

10. The final screen is “**Review and Send.**”

- a. This screen is a review of all of the steps you just went through. In the top right-hand corner, you can save your email, preview your email, send a test email, or launch.
- b. When you’re ready, click on “**Launch.**”



- # 11. Congratulations! You’ve sent an email through the MassMailer application. When you navigate back to the Organizer Hub, under Communications, you can see this sent or scheduled email.

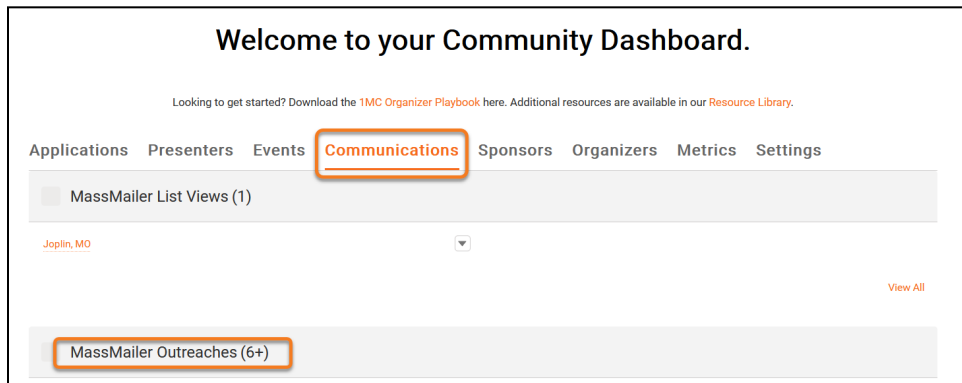
The best part about the 1MC Community Dashboard is all organizers have the same level of access and can view all the same tools and resources within the 1MC Experience. Once an email has been created or sent, all organizers will be able to see this in the Communications tab view. This prevents duplicate messages from occurring.

View All Created Emails

All organizers with access to MassMailer will be able to see completed, scheduled, and draft emails, no matter who originally created or sent them.

1. Navigate to the **Communications** tab from the 1MC Organizer Hub.

2. Scroll down to the **“MassMailer Outreaches”** section. While this gives you an overview of some of the most recent emails, there is more functionality to explore.



3. Click on the word **“MassMailer Outreaches”** or on the **“View All”** button in the bottom right to navigate to all created emails.
 - a. In this view, you can sort emails by “name,” “last modified date,” “status,” “scheduled on,” or “job finished” date. Simply click on any of these columns to sort ascending or descending order.



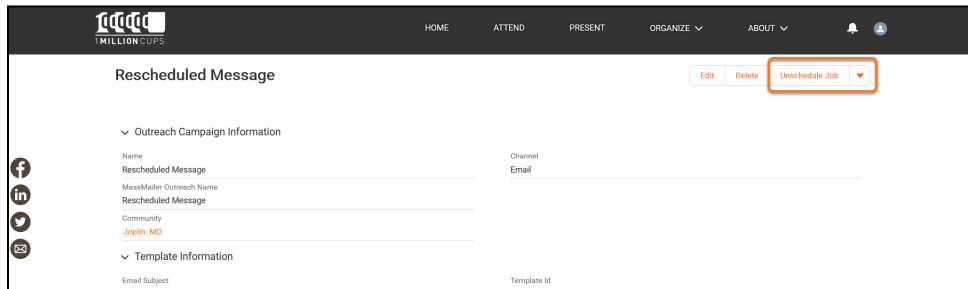
- b. To view any of the created emails, click on the name of the email to view the communication.
- c. Completed emails cannot be edited nor unscheduled

Reschedule Emails

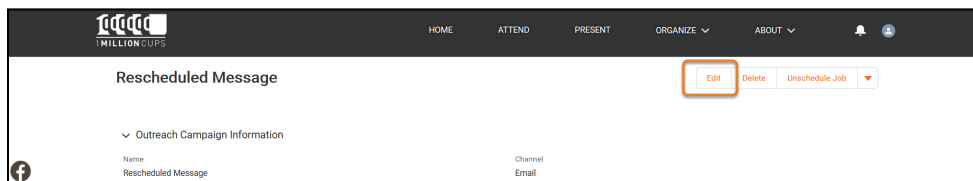
To reschedule emails, start by navigating to the **Communications** tab from the 1MC Organizer Hub.

1. Navigate to the Communications tab from the 1MC Organizer Hub.
2. Scroll down to the **“MassMailer Outreaches”** section, and click on “View All” in the bottom right or on the word **“MassMailer Outreaches.”**

3. Navigate to the “scheduled” email you want to reschedule and click on the name of the email.
4. At the top right-hand corner, click on “unschedule job.” You should see a screen that says “unscheduled job successfully”.



- a. To confirm it is unscheduled, scroll down in the email to the “status information” section. The “scheduled on” date should be blank.
5. Once the email is unscheduled, click on “edit” at the top right-hand corner.



- a. This will bring up an overview of the email with each section of the process you went through to create the original email. If all you want to do is edit the delivery schedule or send the email immediately, click on the “Delivery” tab (second from the right) to be taken to this screen.
6. Simply change the date and time you’d like to send the email, or change from “schedule later” to “send now.”

7. To finish the rescheduled email, click on the “Review” tab, click on “Launch” and confirm your changes.

- a. You should now see the new date under “scheduled on” in the “status information” section.

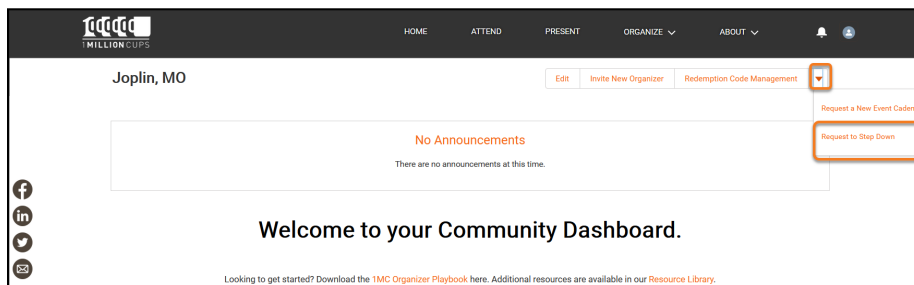
Request to Step Down

The tenure of a 1MC community organizer is 12-18 months. An organizer can be part of the team for longer, but it’s a good idea to change organizer roles so others may lead and try their hand at something they haven’t done before. An organizer’s succession should be planned with enough time to find and train a replacement before leaving the team. It is also wise to have organizers step down in intervals so 1MC knowledge gets passed down to one or two new

organizers at a time, with veteran organizers who can guide them. It's challenging to run a successful community when all organizers step down at the same time leaving behind a new team to learn about 1MC from the ground up.

Requesting to step down as an organizer doesn't mean your involvement with 1MC ends! We encourage organizers to come back as attendees, sponsors, or presenters if they meet the 1MC criteria. We also would love to see former organizers act as 1MC ambassadors spreading the value of *1 Million Cups* far and wide. We appreciate all your time as a 1MC organizer and hope you'll remain part of the 1MC family beyond your time as an active organizer.

1. On the Organizer Hub page, select the dropdown button at the top of the page and then the **"Request to Step Down"** button



2. Follow the prompts, answering the required survey questions
3. Set an effective date for resignation that is two weeks or more from today

Request to Step Down

1MC Community

***What is your desired end date?**

***How Long Have You Been an Organizer?**

☐ < 1 Year
☐ 2 years
☐ 3 Years
☐ 4 Years
☐ 5+ Years

***What is the primary reason you are ending your commitment as an organizer?**

☐ Time constraints
☐ Career change
☐ Relocation
☐ No longer interested or find value
☐ Other

***What did you enjoy MOST about being an 1MC organizer?**

***What did you LEAST enjoy about being an 1MC organizer?**

On a scale of 0 to 10, how likely are you to recommend being an 1 MC organizer to a friend or colleague? 0 = extremely unlikely; 10 = extremely likely

--None--

4. Submit

Once your request is submitted, all current Organizers for the community will receive an email notification that their fellow organizer is stepping down. Five days before the effective date for resignation, an email reminder will be sent. On the effective date, all organizer privileges will be removed from your account. You will still have access to the website, but as a general user.

Organizer Resource Center

1MCHQ has a plethora of materials for 1MC organizers to help support your community and execute responsibilities as an organizer. A lot of the questions you may have can be answered by going through the 1MC Program Overview, Organizer FAQs, or by signing up for organizer training.

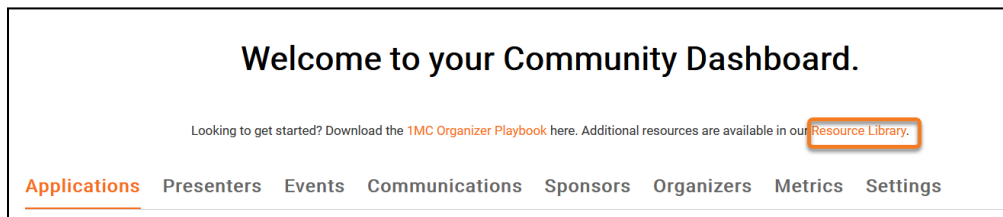
TRAINER NOTES

The Organizer Resource Center allows you to easily search and access content that allows you to support your community and execute your responsibilities as an organizer. The Resource Center contains the following information:

- Organizer FAQs
- Contact Information
- 1 MC Program Overview
- Training and Resources
- 1 MC Marketing Materials
- Organizer Convenings

Navigate to the Resource Center

From the Organizer Hub page, select the **Resource Library** link



Redemption Code Management

Easily redeem codes by scanning the QR code that an attendee provides you. It is important to note that you must be logged into the website to do this.

- If you cannot scan the QR code, you can navigate [here](#) and enter the alphanumeric code
- If navigating to the URL instead of scanning the QR code, you should enter the promo code in the field and click "Redeem Code"

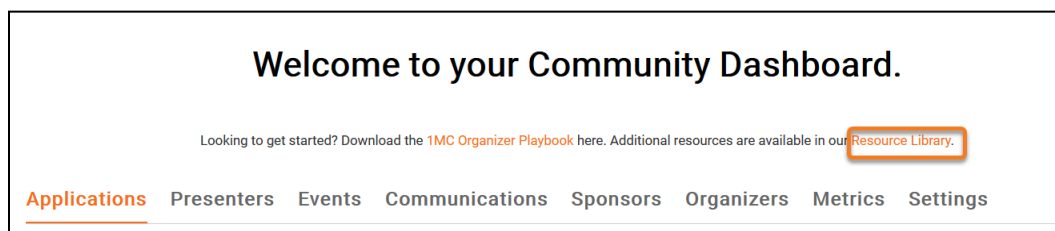
Order Swag

Every *1 Million Cups* community is provided an allotment of free swag that includes organizer t-shirts, ceramic mugs for organizers, travel mugs for presenters & attendees, stickers, and a community pull up banner. Each community has an annual amount of credits to be used toward swag that resets in January (excludes another pull-up banner).

TRAINER NOTES

Order swag for your community through the following steps:

1. From the Organizer Hub page, select the **Resource Library** link



2. Select the **Marketing Materials** section



3. Locate the swag section at the bottom of the page and select the **“Order Swag”** button

