

# CASH MOB QUESTIONNAIRE

**CASHMOB.US**



**CASH MOB**<sup>TM</sup>  
Starting a revolution, one shop at a time.

The purpose of this questionnaire is to assist in the collection of the information you'll need to plan your Cash Mob event. Once you have answered all the questions go to <http://cash-mobs.com/want-to-cash-mob/>



All content is copyright 2017 by Localista Media.

# **STEP ONE: CASH MOB EVENT DETAILS**

- **CASH MOB LOCATION**
- **CITY**
- **STATE**
- **WHAT IS THE NAME OF THE BUSINESS BEING MOBBED?**
- **WHERE IS THE CASH MOB MEETING (ADDRESS)?**
- **WHEN WILL THE CASH MOB TAKE PLACE?**
- **WHEN DOES THE CASH MOB BEGIN?**
- **WHEN DOES THE CASH MOB END?**



## **STEP TWO: PROMOTIONAL DETAILS**

- **WHAT TYPE OF BUSINESS WILL BE MOBBED?**
- **WHY IS THIS BUSINESS WORTHY OF A CASH MOB?**
- **DESCRIBE YOUR CASH MOB EVENT.**
- **WHAT MAKES THE CASH MOB LOCATION UNIQUE?**
- **TELL US ABOUT YOUR CITY.**
- **DO YOU HAVE ANY SPECIAL CASH MOB RULES?**



## **STEP THREE: AFTER-PARTY (OPTIONAL)**

- **WHERE IS THE CASH MOB AFTER-PARTY?**
- **WHAT IS THE ADDRESS OF AFTER-PARTY?**



## **STEP FOUR: SOCIAL MEDIA**

- **FACEBOOK ADDRESS**
- **TWITTER ADDRESS**
- **WEBSITE ADDRESS**
- **WHAT HASHTAGS WILL YOU USE?**

**CASHMOB.US**



## **STEP FIVE: PRIMARY CONTACT**

- **IS THIS CASH MOB ASSOCIATED WITH AN ORGANIZATION?**
- **WHAT IS THE THEME OF THE CASH MOB?**
- **WHAT IS YOUR PURPOSE FOR THE CASH MOB?**
- **ORGANIZATION**
- **FIRST NAME**
- **LAST NAME**
- **EMAIL**
- **PHONE**

