

Checklist for Success from DFA for Allied Partner Members

Please use our handy guide to help you get the most out of your membership each quarter.

1st Qtr January ~ March

- Call /Renew Allied Partner Membership early January to ensure publication in DFA Directory
- Verify that DFA has our correct corporate address, logo, contact info for DFA Directory
- Reserve advertisement space in the DFA Directory and Buyer's Guide. Send artwork by January 15th.
- Register for DFA Allied Partner Summit Meeting & Golf Tournament at www.dennys.org.
- Test the company login to the 'members only' and 'DFA Message Board' section of www.dennys.org.
- Verify that we are receiving quarterly issues of the DFA Forum newsletter.
- Verify that we received company copy of the DFA Directory and Buyer's Guide.
- Pay for early bird booth package reservation in order to receive discount by March 31st.
- Reserve booth package for annual DFA convention on www.dennys.org.
- Submit any advertising or FREE articles for DFA Spring Forum by March 1st for publish date of April
- Verify that we have current version of electronic DFA membership roster for marketing.
- Post on DFA message board important company messages.

2nd Qtr April ~ June

- Prepare presentation for the DFA Allied Partner Summit Meeting.
- Attend the DFA Allied Partner Summit Meeting and Golf Tournament.
- Reserve booth package for annual DFA convention on www.dennys.org.
- Follow up on the leads or actions from the AP Summit Meeting
- Send Thank You notes to DFA Board of Directors and Denny's Inc. from the AP Summit Meeting
- Register for attendees' credentials (3 badges included in booth package) for annual Convention
- Develop marketing plan to target franchisees prior to convention.
- Submit any advertising or FREE articles for DFA Summer Forum by June 1st, for publish date of July
- Review DFA message board and post our important company messages and updates monthly.
- Register for the Sponsor Invitational event (Invitation is to Silver Sponsors –Title Sponsor)

3rd Qtr July ~ September

- Complete exhibitor kit prior deadline (See convention index on www.dennys.org)
- Execute marketing plan developed to target franchisees.
- Submit payment for booth package for annual DFA convention on www.dennys.org.
- Submit any advertising or FREE articles for DFA Fall Forum by September 1st, publish date of Oct.
- Reserve and pay for booth package for annual DFA convention on www.dennys.org.
- Verify that we have current version of electronic DFA membership roster for marketing.
- Review Golf Tournament patron contribution opportunities.

4th Qtr October ~ December

- Follow up with leads from convention.
- Submit advertising or FREE articles for DFA Winter Forum newsletter by Nov. 30, publish date of Jan.
- Reserve booth for next year's DFA Annual Convention by Dec. 31st to receive Early Bird discount.
- Renew Allied Partner Membership by Dec. 31st to ensure publication in Directory & Buyer's Guide.
- Review DFA Annual Sponsorship Opportunities.
- Verify that we have most current version of DFA membership roster. If not, contact DFA office.
- Send out holiday cards and greetings as marketing to franchisees.
- Review DFA Message board and post our important company messages and updates monthly.



If you have any questions or needs, please contact the DFA office