Guild Management

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This guide is mainly focused on how to set up a raiding guild and how to keep it going. It will help you set up a guild website and even give pointers on how to run raids. This guide should be suitable for new comers to running guilds, as well as to more experienced players. There are points that everyone should be able to pick up on to help them.

Reading this may also give you the idea of just how much work a setting up a guild takes and how much time you will have to dedicate to it. However, it should also give you pretty much all the knowledge you need for every aspect of guild management that, so it's a good read before you set off, as well as when you just need a little bit of help.

Everything in this guide is based on my experiences from being an officer and guild master.

Key:
Red and bold /italic- Something you can just copy and paste, but you will need to add your own details.
Red- Can copy straight off.
Normal- Just my ideas and tips on how to help you.

The following ideas are on how to start and run a raiding guild, with a fairly laid back atmosphere but enough rules to keep raiding progress moving.

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Starting off

Basics and Rank Creation

First of you need your guild name and tabard. Make a charter, get any guildless players to sign it, then hand it in (make sure you have the charter in your main bag) and then kick everyone out so it's you alone. This gives you the best start to your guild. It means you will know every new player that joins the guild, making them spcially picked. But don't think of recruiting yet…

First off, get your ranks sorted. Start with the rank names. I suggest this basic layout..

GM- This is just you.

Officers- You should always keep your number of Officers around three. They will be helping you and the guild by taking ideas from the guild, having discussions with you about certain points, help you keep things running and help out as a raid leader if needed. These should ideally be your best friends in game, but must be good at guild management. People you can trust to do a good job and who you get on well with.

Class Leaders- These people will basically count as a raider, but they are someone others can turn to help for, with a certain issues. These players are important to chosen correctly. They should not but promoted to this rank because they are popular, but because they are the best player of their class and they want to help others.

Raider- These players will be the top choice players for raids. They should be raiding in the majority of raids that take place.

Member- These are the more laid back players. Possible friends of raiders, social players, or people who just want to raid occasionally. These members should really be seen as non-raiders. They should not raid unless the raid cannot not go on without them. If they want to become a raider they should notify an officer (who will demote them to trialist), and they can then be trialed to see if they make what it takes to get the rank.

Alts- These are all the members' alts. These players follow the same rules as members.

Trialist- These people should be trialed to see if they are fit to become a member or a raider (which is put into their guild note). They have two weeks to meet the standards or they are out.

Ok, now that's done you've got to set the options for each rank.

GM- All boxes ticked
Officers- All boxes ticked save the kick member box.
CL and below- Tick Guild Chat Read and Guild Chat Speak only.

The guild bank is left to you. Personally, I would only allow yourself to withdraw funds, and officers able to withdraw items, and only allow everyone else to donate gold and items. Once the guild seems settled, withdrawing items is ok for raiders and above too, but rules must be set for this.

Now you've got the guild created, ranks sorted and very basic rules made, you've got to make your guild rules. But first you need a website to post them on!

Website

Most guilds won't be lucky enough to have a web designer, so you will have to stick with a forum if not. Even with a designer, you will need a forum anyway. Here is the basic layout you will need for your forums.

<p style="text-align:center;color:red;">Public</p>

News and Announcements
Applications
Media Gallery
General Chat
Guild Rules

<p style="text-align:center;color:red;">Members Area</p>

Lounge
Instance Info
Guild Shop
Class Forums

News and Announcements is to show the guilds progression and events.
Applications is where everyone will apply to the guild.
Media Gallery is where all images should be stored.
General Chat is to talk about anything.
Guild Rules will hold your guild rules.

Lounge (WoW related general chat) talk about anything wow'ish.
Instance Info, all tactics are posted here.
Guild Shop, has sub forums for each profession with rare patterns people can make.
Class Forums have a forum for each class to post stuff class related.

A website is a key part of your guild and a great thing to have. The more professional and the more often your site is updated, the better your guild will look. Remember, most players don't have much to judge your guild on from the outside world, all they can see is how many players are online, a very general knowledge of the guild they may have heard from others, and the guild website.

Letting them post their application on the forum is a great way for them to start getting involved with the guild, as well as letting you see easily if they will be suited for the guild.

Also seeing the guild progression and recent events as soon as they log in can be very impressive to most players and they may even be keener on joining because of it.

Lastly, seeing a up to date, busy forum is always good to see, letting them know how friendly and chatty your guild is, so it's worth spending the time on it and keeping it updated.

Now you can add your guild rules.

Guild Rules

Raid

1. Raid times are between *xx.xx - xx.xx* server time. If you sign for the raid *on GEM (or whatever you use for people to sign for a raid)* make sure you can make it. If you know you are going to be late / leave early tell either the GM or an officer. A good tip, if you know you will arrive late, is to write a letter to the raid leader about it and log out just outside the instance, so when you log on you can simply get an invite and jump in.

2. If you are signed for a raid, do not renounce yourself with less than two days until the raid without notifying an officer.

3. Invites start 15 mins before a raid. If you are not online when invites starts, you are not guaranteed a spot in the raid. You are expected to leave any groups you have before this time.

4. Show up prepared. This means: read up on strategies, get any needed consumables, have 100% durability on your armour, get your correct gear and spec, have the right addons and be on *Ventrillo (or whatever speaking system is used)* at all times during the raid. Pay attention to the raid leader and any questions should be asked to your class leader in your class channel.

5. Know your DKP. Your DKP can be found on your guild note *(as well as whatever system is used).*

6. You are here to raid, not PvP.
PvP server: Your priority is get inside the instance so please don't attack any Horde .If you are attacked, first see if you can still make it to the instance, if not as a final resort defend yourself. Chances are that the more you kill, more of your raid members will get delayed due to unnecessary revenge of the Horde.
PVE server: Make sure your PvP is off well before the raid, as well as during.

7. Make sure that that you are in the instance at the time the raid starts for buffs. Buffs start at this time and if you are not in the instance you may be replaced unless you have a reasonable excuse.

8. Buffs are to be used at set times only. Do not ask for a buff other to these times. These are at the start of a raid, after a full wipe, and before a boss attempt.

9. Do not go afk away from the afk breaks. If you have to, tell an officer the time you will be back and then tell him once you are back, so we know where you are. Also when we have afk breaks make sure you are back at the correct time. Whenever you go afk, you must type /afk.

Breaking these rules with result in lose of dkp. Continually breaking of these rules will result in a demotion to trialist, and then a possible kick.

General

1. No racial attitude in the guild. Jokes are allowed but anything offensive is out.

2. No unnecessary swearing. Swearing is ok occasionally, but doing so too often is frowned upon.

3. Upon joining, tell an officer to add your professions as well as 0DKP to your guild note and as trialist what rank you are aiming for in your officer note.

3. This is a PvE guild. The point of the guild is to make progress in instances, meaning that when it's raid time, it's time to come out of PvP and into PvE. We don't want to be waiting for people staying in a BG when there is a raid starting unless they have an extremely good reason.

4. This is a mature guild. If you cannot control your own play time this may not be the right guild for you.

5. This is an *English-speaking* guild. Everything you find will be in *English* and we ask you to speak *English* at all times. If you struggle with the language you may not be right for the guild.

6. Activity is a very strict rule in the guild. Not logging on for over two weeks without notice strictly frowned upon. Most members are expected to be online daily. Anyone offline for more than two weeks with no notice will be kicked and sent a letter why. We believe not letting us know shows disrespect to the guild. However you can always send the GM an email if desperate. The best way to announce a holiday is on the forums.

7. You are a member of a team, not just a single member of a guild. You are expected to work together to help each other and not to be greedy. Be polite to each other, do not whine for help or be rude to other guild mates or even other players. You are expected never to lower the reputation of the guild, or you may be asked to leave.

8. Officers have a lot of work to do with running the guild. Please refrain from whispering them. If you have a question that others may know, ask in your class channel or guild chat, do not ask officers for every little thing from 'is a raid on tonight' to 'can I join the raid'.

9. Class leaders will be chosen by the GM and officers, by how we feel they deal with questions, how active they are and how well they know their class. However we are always considering others for the job!

10. Class leaders are there to help you with any class specific problems and may instruct you in a raid. Please follow their advice. If you disagree, please only make your point at a convenient time.

11. Keep in mind you will not become well geared over night. Loot is distributed according to: player attendance, rank, ability and how badly the player needs the item. Players who are more reliable in the guild, work hard and known to need a certain item are more likely to get it than a not so reliable player with a worse item. Loot distribution is focused on how each piece will benefit the guild the most, not just the player.

These rules are very important. Disobeying or not following these rules will start with a quiet word, but can lead to a straight guild kick, so be careful.

I'm always up for suggestions and questioning for these rules so say if you disagree with them and we can see if there is a way to change them if they are unsuitable.

The last bit is used to keep things fair, and if someone does have a good suggestion, you can consider adding it.

You should also add the guild ranks here, fairly similar to what I put above but it just makes it that bit more welcoming for new players to read.

You should also have a list of addons underneath that are required for the guild. Also, add a note saying that you will need these addons to raid and may not gain any dkp for the run if they are not installed.

Make sure the guild rules are kept updated once a week and treat them seriously. Too many times guilds forget their rules, let things pass and eventually, the guild breaks apart. It doesn't matter if they are a good player or a good friend, if they don't keep up to scratch then they will either have to be demoted to a lower rank where there is less pressure or be kicked from the guild.

Make sure you agree with the rules, because you will have to lead by them and justify what you do by them. Anything you think is a problem or you think should be included should be spoken through with your officers.

Always get players them to apply on the guild website and make a note of their name until they have joined. If they don't apply after a day or two you can ask why, as sometimes they are still interested, but at other times they may not be, but you can always learn how to improve with their help if they arn't.

DKP

This is what your guild will use to decide who gets what items when they drop. You should set out a list of rules like this.

DKP gained

Present at the start of the raid: *1*dkp
Each half hour of the raid attended: *1*dkp
Present at the end of the raid: *1*dkp
New boss kill: *5*dkp

Item costs

Head: *8*dkp
Neck: *4*dkp

Each slot is stated with its amount of dkp. Different tier items can be made to cost more if required.

General DKP rules

The person with the highest amount of DKP with get the choice whether they want the item or not. If

an item is not needed by anyone, it will be disenchanted and sent to the guild bank.

DKP will only be used for 25 mans+.

10 mans will be run on the honour system. This means that it is decided who needs the item, as well as who deserves the item most, and that player will receives it. No dkp is used. The officers will decide this, but other guild members will be taken into account with this as well. If it is undecided then the people who need it will roll. This will always keep everyone in the raid happy.

Alts do not gain dkp, but they do gain it for their mains. If you switch your main then your dkp will not be transferred over except in special cases. It will be voted and discussed whether it should be allowed.

There is a DKP scaling rule. Each month, everyone's total amount of dkp is reduced by *XX*%. This is simply to keep things fairer, so people don't get so far ahead that they win everything item they want. However everyone still stays in the same position as before on the dkp list.

You will need a suitable dkp system to record this data and add people's dkp to their guild info. You will also have to train your officers to be able to do it too.

Addons

You should know your addons from the start and put them in your guild rules section. Addons update all the time so I'll simply list the addons and what they are needed for.

People to sign up for raids. E.G. Guild Event Manager
Raid alerts. E.G. CT Raid Assist/ Deadly Boss Mods
Threat Meter. E.G. Omen/KTM
Healing addons. E.G. Decursive etc..

Atlas should also be suggested so people know what loot they can get from each boss.

You should also have a voice channel set up. You can either use the one set up by Blizzard or you can download another such as Ventrilo or Teamspeak.

Make sure an addon or software that needs to be installed that need passwords is mentioned in guild info with any needed details so that people can sign up to the once they join. Also note the website address.

The officers should have some sort of addon for dkp.

Make sure everyone has the addons required and threaten to not let them raid until they have them set up. However, if there is a serious problem, spend some time to try and sort it out, whether it's guiding them through how to set something up or learning why they can't get the addons and find a compromise.

Things like being on a voice channel are a must, as in raids you don't have the time to write out tactics, as well as make quick decisions by typing. It also gets them to be a bigger part of the guild and it's always useful to be able to talk to each other.

Guild Info

On this tab make sure you add a list of what to do when you join the guild, for all new players to read.

- Sign up at the guild forums. The address is *(give the web address)*.
- At the forums, read the guild rules and download the needed addons.
- Make sure you have 0DKP as well as your two professions on your guild info tab.

If you haven't already, sign up at the website and check out the guild rules.

The *(GEM or what you use instead)* username and password is: *xxx, xxx*
The *(Ventrilo or what you use instead)* info is: *xxx, xxx*

Make sure players read this when they join the guild, so they can get set up straight away. They may be fine people, but if they don't know the rules etc they can cause a lot of trouble at a raid time, or ask a lot of avoidable questions when they join. It should tell them everything they need to know in a quick sharp note!

Guild Bank

You should have clear rules for the guild bank and how it works. Trialists should not be able to view the guild bank, since they are only on trial they have no real reason to know what it contains. At member status you should allow them to view what the contents and allow them to deposit items and gold. Raiders should be able to withdraw a certain amount of items. All these items should be put on a separate tab. However you need to make sure all your raiders are loyal enough to do this, so maybe wait until you've started raiding until you allow them to withdraw items. Officers should be loyal to you so they should be free to take items.

All players will be able to donate gold, and a total of *5*g a *week* is needed. This will be used for officers to create consumables etc for raiding members of the guild to be used in raids. Only raid members and above will be allowed to withdraw these consumables. Only officers are allowed to withdraw any other item, or award an item to a player.

If you wish to buy an item, which is not a consumable, you will have to send a post to the guild bank. This must be sent two hours before raid time, so the note can be received and the item can be sent on time before the raid.

You or an officer who is online almost every day should make an alt called <guild> bank or something similar. That person should log on 1-½ hours before each raid every day and check the mail. Then any items should be sent to members at a discounted price, generally 20% off if not cheaper. All profits should be donated to the guild bank. This keeps things fair and safe and helps build up the guild.

The guild repair is also there, but not so much suggested as it can drain your gold supply rather quickly. Each player should be able to repair their own armour, but if used sensibly it can be a good feature for people don't have the gold on them at the time. All I would note is to try to get people to pay in whatever they've taken out from repair, if it's used at all.

Recruitment/Applications

Now you can start your first bit of recruiting, your application template.

Make sure to have a post noted at the top saying what classes are currently open and keep it updated. Include specs too.

Character name:
Class:
Level (*only top level accepted*):
Current Spec:
Would you Respec:
Current Professions:
Attunements:
Heroic Keys:
What previous experience have you had?:
Have you got (*addons list)* installed:

Character armoury page link:

Your real life age:
Nationality:
Gender:

Raid experience:
What hours can you play and which days
(Must be able to attend *X* raids a week between *xx:xx* to *xx:xx*):
What do you do best in raid?
Previous Guilds:
Why you left them:
Why *XXX*?
Any referrals?

Just a note: Make sure not to recruit anyone under top level. You don't want to have players starting with no experience and no gear in the guild as it can drag everyone else down.

Remember the most important part of recruiting. Quality>Quantity. Obviously you need enough players to raid, but put people through vigorous trials. Although you need people to raid, if people don't match up to standard only let them join as a member and then only if you really need them. Your main priority is getting up to 15 raiding members to start with, but you really want very high quality players for these base members. Expanding from a solid structure is the best way to go!

If you can, get your friends, the people you most trust, to become officers from the start. This helps support your guild from the start, giving you more people to recruit and expand the guild. It gives you not only an even stronger structure, but your conversations about managing the guild will become a lot more meaningful because you have people willing to rival what you say, but who also understand your reasoning.

Another point is to recruit at a reasonable pace. Once you get a good group of 15, try just sticking at 10 mans, gearing up everyone. Once you are all nicely geared up, get some new players and gear them up. Make sure people are well geared before you start the bigger raids.

Try not to have over 10 trialists at a time. You generally you want to keep it at around 5 at the maximum. This is because if you get too many new members, it gets hard to remember who everyone is and that's a very bad mistake to make.

The dreaded macro

Great! Now you have everything set up that you need. All that's left now is your recruiting macro. This is the hard bit. You have to make it stand out as well as make people interested, but try not to spam at the same time.

To start with you want to give ideas on how you plan your guild to be. Then change to how well the guild is doing etc.

You want something short and well said. Something to make your guild sound experienced and professional, but with a bit of a laid back feeling. Don't make your guild sound too open, because less experienced players will be drawn in and more experienced players will back away. Try to make the guild sound very selective and sound like it's doing very well for it's early days.

Something similar to this may be the way to go, however it is always different for different servers.

Starting:

/2 *\<Guild Name\>* is recruiting experienced players to quickly clear *(instance name)* and move on to *(instance name)*. We are looking for epicly geared players with the instances knowledge to push us through. /w me for any details.

When they reply you will really have to sell the guild to them, letting them know about all your plans, what you've set up and what your hopes are for the future. Make them feel special and keep them interested. Hopefully, after a few weeks you should have got a good group together. If things aren't going well change your approach.

After you've started raiding:

/2 *\<Guild Name\>* Cleared *(however much of whatever instance)* within *(the amount of time)*. We are looking to recruit players to strengthen our progression into *(instance name)*. Looking for players experienced and geared in *(instance name)* and who knows the fights. *(classes)* needed.

Note: Only use the first sentence if you did well within your first week or first raid etc. If not, or if you've been using it for a week or two, then you will want to delete that part and replace it. Something like: "are very social, (laid back or hardcore) raiders moving quickly though (instance name)" or something similar.

The rest is up to you with this stage so good luck. Just keep it small, organised and professional. Then, after a while slowly start to expand while keeping the quality constant.

Try to keep the macro updated and try to have a variety of them. People don't care if they just see one macro over and over again, but they will read different ones for interest. It's just like adverts, your more likely to be drawn into a new advert you haven't seen before than a one that's been going for weeks. Keep them simple and keep them numerous.

Running your guild

Now you have your rules, addons, voice system, website and ranks sorted. Recruiting players should no longer take as much effort and it is easily done. Read their application, accept or reject the application, if accepted invite them to the guild, promote them to trialist, add their details and tell them to follow the instructions on the guild info tab.

Now you have to manage your guild, now that it's set up with people in it.

General

The following points are to be followed when there is no event or raid going on. This will be the largest proportion of your time online with the guild, so make sure you make it productive and have fun!

Things you want to be doing..

- Be on voice chat talking to people. This is by far the best way to get to know your guild members and to become good friends with them. Remember, the better friends you are with people, the more loyal they will become and they will be more valuable in your guild. These players will not be so keen to leave and join another guild either.

- Keep recruiting. Send out a recruitment macro every time you enter a city if you need players. Also get officers to do it as well. This should give you lots of people signing up at the forums, giving you lots of choice.

- Help each other out. Ask to do dallies together; ask people if they want to group with you for an instance. This builds teamwork, which is very important in a guild. Always try to do things together.

- Always be friendly and kind to people. Try to make sure peoples questions are answered, and say hello to people if they log in.

- Keep up communication. If you're not on vent, try to keep the guild chat going. It's always great to be in a guild where there's lots of talk. It makes it seem more active.

- Post on your forums.. A lot! An active forum is the best thing a guild could ask for. People really get involved and will spend time reading and sharing their thoughts there. People will get into great conversations here. You can also learn a lot of peoples feelings towards the guild, among other things, by reading what others have to say. Just keep it active!

As well as all that, just try to keep the feel of the atmosphere in the guild laid back and friendly. Letting people feel like they don't have much to worry too much makes their game experience better and lets them get used to the guild and really enjoy it. Let them know a while before a raid or event to get ready so they have time to prepare and finish off whatever they are doing.

Lastly, get people evolved with things. The more they do to help the guild, the more a part of it they will feel and they will enjoy themselves more!

If you feel yourself getting swamped, try to pass lead over to an officer for a while. As most GM's will find, the first few weeks are by far the hardest. Just make sure you don't get stressed, make sure your real life doesn't get affected and make sure you're still playing for the fun of the game. Don't let things become too much of an obsession. Keep chilled about things and it will all seem that much easier.

Raiding, Getting Started

The best, yet hardest bit of running a guild. If you have started on this step then congratulations, you are a raiding guild! Keep it going for a few weeks and if you're still strong, then the hardest bit is out the way! Here are some pointers to help you start a raid as well as how to run it.

- Say your raid is at 7pm. Announce in guild chat at 6:30 that invites will start in 15minutes. This gives everyone enough time to prepare. Make a macro like /g INVITES STARTING IN 15 MINUTES MAKE SURE YOU ARE READY!

- Make sure you have CT Raid Assist. Before the raid type /rakeyword invite. Now if anyone whispers you the word "invite", it will automatically invite them to the raid group.

- Make sure to have a macro to use 15 minutes before the start of a raid. /g INVITES STARTING NOW, ALL RAIDERS LEAVE YOUR GROUP AND /W 'INVITE' TO ME TO JOIN THE RAID GROUP. Now every raider who wants to join just has to whisper you to get an automatic invite.

- From here you can see what players you have, allowing you to sort out a group. If you get too many players, then pick your first group and tell the others that the raid is full, but if someone drops out they can take their place. Try to make sure everyone gets an even amount of raids each. You could make a spreadsheet for this. It not only lets you keep things fair, but you can also keep an eye out on who's not raiding. Remember to count half raids as well as full raids if a player only attend half a raid.

Player Name	Raids Attended
xxx	x
xxx	xx

- If you are lacking players, start asking the members, of the classes you need, to see if any of them can fill in the spaces.

- If you don't have the people for a raid, don't wait for ages hoping for the right person to come online. Just call it off. If you can manage without them for a while then go and do what you can without them. If you get really stuck, again just call it. Practice on the start is always better than nothing and you always have a chance of some drops. Always consider another raid you can do, or do a heroic instead.

- If you have the people to go, great! Make sure everyone is summoned and in the instance as early as possible, then get everyone fully buffed.

- Make sure everyone has the correct buffs, is geared and ready and make sure no one has to go and repair or anything similar to that, to avoid time wasting once the raid has begun.

The key point to remember is not let this stage take up too much time. People can take hours to get going, where simply going to an instance could have been a far better way to pass the time. Also, keep on what you are doing while setting up a raid, don't just stop and focus solely on the raid as it can waste a lot of your time. Having a break day from WoW if there is not enough players to raid is always a good idea. It gets you, and others, more refreshed for raiding the rest of the week.

Lastly, make sure not to raid too often or close together. People get more and more tense each raid and will be less effective generally, often having less time to attend. Having a break every few days is a great way to go
.

Running the Raid

Ok so now everyone is in the instance and buffed correctly. This is when the real work starts.

- Make sure you have read all the boss fights beforehand and made a basic guide to refer to and read out. This makes the explanation to the guild much easier and quicker.

- Don't just read up on the bosses, read up on the trash too. You need to know how to fight them or you will find it very hard.

- Get used to marking. Practice in instances beforehand and show your system to the guild with the use of a macro. /g SKULL = FIRST DPS, X = SECOND DPS, MOON = SHEEP, SQAURE = TRAP. Make sure to let people know who is crowd controlling as well as who is tanking what and whose healing who.

- Make sure you are comfortable with being Loot Master and know how to award items. Practice in an instance first. When an item drops first you want to link it. /rw (shift click the item). Then you want a macro that says.. /rw BID YOUR DKP NOW! Choose the person with the highest dkp and award the item to them. Send all greens and unwanted items to your guild disenchanter, who will put all the mats into the guild bank at the end.

- Before you start a boss do a ready check to make sure no one is afk. Once everyone is there, read out your strategy if people don't know the fight. Then take any questions and get ready for the pull. Make sure everyone is in the right position, make another ready check and tell the tank to get ready.

- Before a boss pull, have your tank use a macro saying /rw 10 SECONDS TILL PULL! Also make sure he has a macro saying /rw >>>INCOMING<<< just when he's about to pull. This helps your guild out when knowing when a pull is going to take place on adds as well as on bosses. (Only use the first macro on bosses).

- Explaining trash fights is pretty simple so do it while pressing along. Don't stop to explain otherwise it will take far to long.

- Make sure buffing is happening in the desired way and is not being made over complicated, or taking up too much time. If something is wrong, take a minute or two to sort it out and it may save yourself a lot of time.

Basically, the quicker you can run through things the better. It means you will be clearing through trash faster, which means more time on the boss fights. That means more attempts and possibly killing the boss, allowing you to move on to the next one. Raiding is all about progression. The simpler you keep it and at the faster your pace, the faster your progression will be.

Always try to keep a few extra players online just in case some players have to drop out. Make sure you're aware of everyone's raid times. You don't want people leave part way through a raid if you know you can't replace them.

Other than that it's all down to luck and skill. Make notes at critical points; make notes on players performance to see where and who needs to improve. This can also help when seeing who passes through trial and who doesn't and why things aren't going as desired. It will help your next raid a huge amount and is a very simple thing to do. Also, after each raid, have a quick discussion with the other officers about how they thought the raid went and any ideas they have for how to improve in the future. Also get the class leaders to tell you anything important they noticed about their fellow class members.

Events

These are just random events that are used to have fun, as well as to build a bit reputation for the guild and to bring players closer together. Make sure you keep control of anyone who participates and you'll have a great time too!

Ideas for events are..

- **Duel Day -** Gather everyone into an area, outside a major city is good since it's easily accessible and may get your guild noticed. From here everyone just duels each other. You can set up a league system and see who becomes the top pvp'er of your guild.

xxx				
vs	winner ->			
xxx		*xxx*		
		vs	winner ->	top pvper!
xxx		*xxx*		
vs	winner ->			
xxx				

- **The Gnome Race-** This is where everyone who is competing has to make a level one gnome and start at a certain area. They then have to run through very dangerous areas to arrive at the finish without using any transport and without resing at a spirit healer. The most common of these races is from IF to SW because it is a good distance and takes you through many high level areas. It is also an easy place to get set up and can attract great attention if you have 10+ gnomes on IF bridge getting ready to race.

- **Escort-** This is similar to the Gnome Race. A lvl 1 player must be taken from one place to another, but this time they have a group or high level player to escort them there. Make sure the teams are fair, then see who wins! You can also have a point system where every time your level 1 dies you gain a point. The team with the least amount of points wins as well. Normally, to keep it fair, the gnome is not allowed to accept a res from another player and the team must not use any movement increasing affects (like aspect or the cheetah).

- **Treasure Hunt-** This is a great one! You make an alt, named 'daloot' or something treasury and run him to any area in the world, die and then log off. Next, tell your guild to get looking. The person who whispers you with the name and the correct location wins. Obviously this can be very hard since the world is so big. This is why it is nice to give clues, but don't make them too obvious, you don't want it cutting down to one area. Something like "under a waterfall" or "on top of a great hill" are good clues, as it cuts it down but there are still hundreds of these locations over the world.

- **Scavenger Hunt-** This is a really great one for the guild! Normally you wait till the guild needs certain items to restock the guild bank, such as herbs for raid pots, ore for armour and gems, meat for food etc. Once you have a list of what you need, make a second list of what you want each team to gather and how much of each item. Remember, get them to collect more than you need, as it supplies the guild bank for a long time to come. Get players to form teams (each team containing say a herbalist if an item you need is herbs) and get them farming the items. Whoever finishes first wins, whoever finishes second becomes second etc.

- **Instance Race-** This is a fairly simple one. You get a least two groups ready outside an instance. Once somebody yells "go", each group races into the instance and the first team to kill the final boss wins. This is a good one, as it gets people doing heroics and gets them items and badges, which will help them improve in raids. It also gets people eager to run instances.

- **Lottery-** Another simple one. You name the price of a ticket. Everyone who wants to purchase a ticket (or more) has to send you the gold for the number of tickets they want. They also have to choose a number between 1-500 (or more/less if you wish) for each ticket they bought. Make sure people call their mail Lottery so you know what each one is about. Make sure to have the lottery at a certain time and gather all the money beforehand. Then do a /roll 1-150 and the person who has the number or is closest to it wins. If there is a tie the gold is distributed accordingly. Make sure you have noted the % of the total gold a player will gain and make sure everyone knows the rest of the gold will be put into the guild bank and spent to help the guild. Have the % known in the rules before anyone buys a ticket and make sure this figure does not change.

- **Scavenger Sunday-** This is a fun one. Get everyone who wants to join in to make a level one alt and make their way into a major city. You all then have 20 minutes (you can do this for longer if you wish) to make as much gold as you possibly can. You can quest, you can do your best at buying and selling, but the best and most fun way is to beg. Get running around a city, begging people to give you gold. Whoever ends up with the most amount of money at the end wins. (Make sure they type their gold in the trade menu just so you can check that they really do have that much and not just telling fibs.)

- **Dodge-Ball-** This is a fun game. First you have to gather leather balls, one for each player in the game. Then you split people into two groups, make two different raid groups, evenly split. Then you yell GO! Everyone has to throw their balls to the opposite team. The team with the least amount of balls at the end wins. You must stay in the certain area, but just try to keep away from other players.

- **Guess Who-** This can be a very easy game, but you can make it harder if you want. Test your guildies by seeing how much they know each other. Get someone to send you a picture of themselves and you can post it on the forums and make a poll for people to choose who they think it is. If it seems to be very easy you can always use some image-cropping program to distort the pictures in different ways to make it more challenging. This is not so much an event but it's still great fun!

Rewards

Make sure that people who win contests are rewarded. Things like the lottery are obviously going to be rewarded with gold, but prizes for other competitions could be rewarded with an item or even a hamper for a group. Here are ideas for rewards:

- Gold. This is normally a reward that will be less than the cost of the items-gathered/gold-collected from events so the guild bank can make a profit from the event as well as letting everyone having fun. This is generally a good idea for single person or a smaller group, so the reward can be big enough to seem worthwhile to gain.

- An item. This is something fun! Such as a new pet to show off in a raid, or a pirate hat or costume. Something unique and fun to show off and preferably will last forever. This gives members a love for the guild and gives them good memories of it.

- A hamper. This is generally for groups but can be used for a single player. It should contain useful and fun items, but it is best to use consumable items. It could be spares left in the guild bank. Stuff like enchanting mats, consumables, herbs, ore, gems etc. Something that will be useful to the group or a single player.

- For any group over five people that win something, recognition is the best prize. A post on the forums, get them to make a victory party etc. Something cheap and fun!

Recording events

Make sure you have a section of ways to record events. Use the News and Announcements section mentioned earlier, post on the website to record all the events, who won, prizes etc. Make sure to add lots of images! This will attract lots of people to the guild if they are looking around the website. A guild with slightly further progression but with a boring website will not as attractive as a guild with a bit less progression, but who has lots of fun events, prizes, fun pictures posted on the website and generally a big fun atmosphere. It really gets people to want to join, as well as making current players want to stay. They should know how rare a guild like this is and if they do leave, you can be sure a lot will be wanting their way back in sooner or later!

Not only priests need… Discipline

Your rules should be made clear in your guild rules as well as possible punishments. You must make a note of official punishments somewhere to store previous bad players behavior. I suggest a spreadsheet laid out like the following.

Raid Rules broken without giving notification why beforehand or no reason why afterwards.								
Player name	AFK	Attending late	Leaveing early	Not online signed	Not prepared	Not present on time	Other general	Notes
xxx								
xxx								
xxx								

This is fairly simple to understand. Firstly fill in the players name and date they joined. Then just fill in a number for how many times each player breaks a rule. Other general is just for someone breaking general rules, as well as breaking the peace for the guild in other ways. Notes is just to keep store of these other things that they do to break the peace.

Once someone has over say a total of 5 in a month, they should be warned that their behavior is starting to become unacceptable and if they carry on with the same attitude they may be demoted or guild kicked.

Conclusion

Image and reputation is everything. The more people know, respect and understand what your guilds about, the better. It means more people are likely to want to join, more and more people will have heard of you and people may start treating you better as they know your from a good guild.

Be strict with inviting new players. Make sure they go through trials equally and if your not sure about them, they don't get in. Only people you really want to make it through a trial and live up to expectations should make it. You don't want your guild full of players you don't want and aren't up to scratch, just to make your numbers look bigger.

Keep events going as well as communication. The more time you spend talking to your players and doing things with them, the more they will want to stay. Events are a great way to make friends with your guild.

Take it slow. You don't want to get lots of players straight away and try rushing through raids. Invite people slowly and once you got enough, stop for a while and take your raids slowly. Then, if you see you require another player to raid, invite one more. The smaller you numbers, the faster every player will improve and the strength of the guild will improve as well.

The last thing you'll need is luck. Getting a good group to start is the hardest step. Raiding enough as well as progressing so people are happy is the second hardest. Once you are past these major steps, don't try to do anything dramatic or stupid or try to rush things along. Keep things moving slowly, keep up progression, make sure your numbers stay at the correct level and you'll be going for a long time.