

Open House Planning and Timeline Checklist To Attract and Retain Members



Date & Time:	<hr/>	
Theme & Location:	<hr/>	
5 Weeks in Advance - Identify the Event Team		
Identify Publicity Chair	Works w/VP Public Relations to publicize event in the community or corporation.	
Identify Membership Chair	Works w/VP Membership to invite past & present club members, prepare guest packet, follow up with guests.	
Identify Program Chair	Works w/VP Education to recruit speakers & functionaries, and to prepare agenda.	
Identify Food & Refreshments Chair	Procures & sets up food, beverages & related items (plates, napkins, cups etc.).	
Identify Hospitality Chair	Works with VP Public Relations & VP Membership to prepare information table, and recruit greeters.	
Identify Setup & Cleanup Chair	Works w/Sergeant of Arms to prepare the room; assists with refreshments & information table setup. Coordinates cleanup.	
4 Weeks in Advance		
Publicity	Design flyers & plan distribution using social media; Develop ad copy and plan placement after approval of club officers	
Membership	Invite current & past club members; via club meeting announcement/email	
Program/Agenda	Recruit functionaries & guest speakers & identify time limits for speakers	
Refreshments	Plan menu (keep it simple: will food be purchased? Or pot-luck? consider vegans).	
Hospitality	Work w/Publicity & Membership Chairs to create Information Table Plan. You may need to order some materials from Toastmasters International (if so, obtain approval from club officers).	
2 - 3 Weeks in Advance		
Coordination	Plan meeting or teleconference with club officers to review status of key roles.	
Publicity	Print & distribute flyers; Place ads in community papers, Craigslist etc.; develop or select public relations materials for info table.	
Membership	Develop guest welcome folder or packet; develop or select membership materials for info table.	
Hospitality	Develop or select additional information table materials (e.g. raffle item).	
1 Week in Advance		
Coordination	Plan meeting or teleconference with club officers to review status of key roles.	
Publicity	Print more flyers if needed, plan for distribution date(s). Create ad copy for local news, Craigslist etc.	

Open House Checklist

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1 Week in Advance

Membership	Reminder to current & past club members (club meeting announcement/email).	
Program/Agenda	Confirm speech details & audio visual equipment needs. Confirm functionaries. Prepare final timed agenda and obtain approval from club officers if needed.	
Create Inspirational Message	Request the Toastmaster and Program Chair to create a motivational message or story to inspire members to join club.	
Refreshments	Finalize menu & pickup/delivery plan.	
Hospitality	Collect all materials for information table; confirm greeters & enlist a photographer.	

Event Day

Coordination	Coordinate any program changes with key players.	
Publicity	Assist with info table setup (public relations items).	
Membership	Circulate guest book; distribute guest welcome folders/packets.	
Program/Agenda	Print sufficient copies of final agenda for expected attendance.	
Refreshments	Coordinate food & beverage set up.	
Hospitality	Set up information table near event entrance & station greeters nearby & event photography.	
Deliver an Inspirational Message & Ask to Share Value & Ask to Join	Ensure that Toastmaster has created a motivational message to inspire members to join club. Introduce guests to officers that will assist with the membership application process. Important to ASK guests to share value they will obtain by being a member.	
Celebrate New Members	Enjoy the event. Applaud guests as new members. Encourage others to stay after meeting if they still have questions.	
Setup	Set up club banner & directional signs, prepare the room, test equipment & assist as needed with refreshments & information table.	

After the Event

Setup/Cleanup	Immediately after the event coordinate cleanup.	
Membership	Arrange to follow-up with guests within a day after the event with a personal call, email, postcard. Invite them back to a future meeting.	
Recognition	Create and send out thank you message via email to all club members and volunteers. Have one of the committee members write an article for club newsletter including photos of event.	
Mentor/Advisor	Meet with Mentor/Advisor for lessons learned opportunity. Ensure credit is given to main project leaders in Competent Leader Manual and/or completion signature in High Performance Leadership (HPL) manual if scope large enough to warrant HPL project.	