

# OPEN HOUSE

Increase your membership by holding an Open House in July

## Five weeks before Open House

- Present idea to club
- Pick lead person
- Pick date and location

## Four weeks before Open House

- Confirm date and location
- Pick refreshment and decorations coordinators
- Choose set-up crew

## Three Weeks before Open House

- Write press release and give to newspapers
- Email announcement weekly
- Decide on agenda

## Two Weeks before Open House

- Assign greeters to welcome guests
- Prepare guest book and name tags

## One week before Open House

- Count how many guests will be coming
- Make a food shopping list
- Schedule all committee members

## Day of Open house

- All committee members arrive an hour early
- Test all equipment and have a back up plan for failures
- After guests arrive follow Toastmaster program
- Speeches on "What Toastmasters Means to Me" speeches
- Thank guests for coming

## After Open House

- Email complete marketing package to [marketing@toastmasters.org](mailto:marketing@toastmasters.org)
- Include: Guest List, pictures, agenda, sample materials, advertising plan

