

A Successful Toastmasters Open House, Step by Step

8/20/2005

by Lindy Sinclair, DTM, Open House Chair 2005 - 2006

Day # Responsibility of

1	You	Involve ALL the club's members. Suggest with enthusiasm that your club holds an open house to build membership.
		<u>Do not attempt to do this alone.</u> <u>Continue only if you have the support of the membership.</u>
1	Everyone	Select at least 2 dates for your Open House, preferably 3, about 5 weeks hence.
1	Everyone	Select the location for your Open House.
1	Coordinator	Decide who will make the reservation.
2	Facility coord.	Reserve the space for the date your club and the space can accommodate.
3	A/V coord.	Order videotape from TI, if you are going to use one. ("Everybody's Talking about Toastmasters" or "Ralph Smedley talks about Toastmasters").
	A/V coord.	Also request TI pamphlets for guests and membership applications.
8	Everyone	Select your Open House main speaker either from within your club or request a guest speaker. Their speech will illuminate the benefits of joining a Toastmasters Club.
8	Everyone	Decide who is the lead person for the event, the coordinator.
8	Coordinator	Decide who will coordinate food.
8	Coordinator	Decide who will coordinate decorations.
8	Coordinator	Decide who is going to come early to set out food and decorations.
8	Coordinator	Decide who will move furniture (if needed).
8	Coordinator	Decide who will create the flyer.
8	Coordinator	Decide who will write the classified ad.
8	Coordinator	Decide who will place the classified ad and where.
8	Coordinator	Decide who will distribute the flyers and where.
8	Coordinator	Decide how much time for each segment of the Open House. (e.g. Table Topics).
8	Coordinator	Decide who everyone will invite: specific friends, family and co-workers.
8	Coordinator	Decide who will invite the guest speaker, if you are having one.
8	Coordinator	Decide who will design and print the program.
8	Coordinator	Make sure that every member knows the date and location of the Open House.
10	Flyer creator	Flyer is created.
	Ad creator	Ad is created
12	Flyer placer	Flyer is distributed
12	Ad placer	Ad is placed in one or more local papers to run several times before event. Also, put it on Craigs List, etc.
15	The above 4	Flyer and ad people report to the members.
15	Coordinator	Coordinator ensures that those people are acknowledged for their accomplishment.
15	Everyone	Where else can the flyers be distributed?
15	Everyone	Each member says what responses they are getting to their personal invitations.
15	Food coord.	Discuss what kind of food you will serve and if you'll need plates, flatware, etc.
15	Coordinator	3 or 4 members volunteer to think about "What Toastmasters Means to Me".
15	Coordinator	Make sure that every member knows the date and location of the Open House.

22 Those 4 Flyer and ad people report to membership if there is anything new.
 22 Coordinator Coordinator ensures that those people are acknowledged for their accomplishment.
 22 Everyone Where else can the flyers be distributed?
 22 Everyone Members say how their personal invitations are going and ask for any support they need.
 22 Food coord. Discuss the budget for the food (high end: catered, middle: purchased, low: potluck)
 22 Coordinator Make sure that every member knows the date and location of the Open House.
 22 Coordinator Decide who are the assigned greeters.
 22 Coordinator Decide who will bring name tags.
 22 Coordinator Decide who will write name tags.
 22 Coordinator Decide who will bring guest book.
 22 Facility coord Make sure you have equipment to show videotape.
 22 Speaker liaison Check in with guest speaker: are they prepared? What is title of their speech?
 22 Speaker liaison Get that information to the program preparer.
 22 Coordinator Decide who will distribute printed program at the event.
 22 Members Members doing "What Toastmasters Means to Me" rehearse their 1 - 2 min speech.
 22 Coordinator Make sure that every member knows the date and location of the Open House.

29 Those 4 Flyer and ad people report to members if there is anything new.
 29 Décor. Coord Decorations people show decorations they've purchased.
 29 Members Members each report how many of their guests are coming.
 29 Food coord. Based on that number doubled, food purchasers make their shopping list.
 29 Food coord. Food purchasers arrange when they are going to shop.
 29 Food coord. Food purchasers arrange to rendezvous with food layout people.
 29 Coordinator Coordinator confirms guest speaker, food, decorations, name tags, videotape, etc.
 29 Program coord Program is printed showing introduction, video, guest speaker and table topics, etc.
 29 Coordinator Make sure that every member knows the date and location of the Open House.

36 THE DAY OF THE OPEN HOUSE
 36 Décor coord. Decorations people arrive one hour early.
 36 Facility coord. Furniture movers arrive half hour early.
 36 Food coord. Food layout people arrive half hour early.
 36 Facility coord. Name tag people, guest book person, greeters arrive half hour early.
 36 A/V coord. Videotape person arrives half hour early. Checks tape and equipment.
 36 Facility coord. Half hour early, a TI pamphlet, membership application and program are placed on every seat.
 36 Coordinator Half hour early, Coordinator checks in with all helpers. Rearranges program if necessary.
 36 Facility coord. Quarter hour early, Greeters and name tag people are in place wearing smiles.

36 GUESTS BEGIN TO ARRIVE

36 Coordinator Guests are greeted warmly, given name tag and encouraged to take food and soft drink.
 36 Pres or Coord Club President or Coordinator opens the meeting, thanking everyone for coming.
 36 Coordinator Acknowledge everyone who helped put on the event.
 36 Coordinator Go into your program (video/guest speaker/table topics or whatever you choose).
 36 Pres or Coord Ask guests for feedback.
 36 Coordinator Take 10 minute break - no more than that.
 36 Coordinator Members mingle with guests inviting them to join and listening to any concerns.
 36 Coordinator Members and guests gather around food table(s).
 36 Pres or Coord After 10 minutes, President or Coordinator reconvenes meeting.
 36 President President introduces the "What Toastmasters Means to Me" people, who come up one at a time to give their 1 - 2 minute speeches.
 36 VP Membership Guests who became members are invited to stand so they can be applauded.
 36 President Announce when and where the regular meetings are held. Also have that on program.
 36 President Thank guests for coming and let them know that whether they became a member or not they are welcome at the regular meetings.
 36 Everyone Original members bask in the glow of a successful event!