

Keys to an AMAZING Open House - Checklist

*Details, details, details. Give your guests more than they expect, focus on the details, and your open house will be a huge success! **Hint:** Don't just check these off, write names next to each one – get everyone involved.*

- Set a Goal for how many guests & members (Think Big)
- Determine Location, Date & Time to accommodate your goal (Should be your normal meeting time)
- Book your Guest Speaker
- Confirm Toastmaster of the Day (Event Master)
- Share Your Vision. Give a Motivational Speech to club to gain commitment (Consider making it a HPL Project)
- Donations for Door Prizes - Face to Face is the best way to get results (Businesses, Sports Venues, Theatres, Restaurants, Festival Booths, Autographed Book or CD's from Guest Speaker, Book Stores) Present 501©3 letter.
- 2 Press Releases (Send 1 & 2 weeks prior to event)
- Write an article for local magazine/newspaper on keynote speaker
- PSA's (1 & 2 weeks prior to event) (Radio Stations, Public Access TV, etc)
- Brainstorm a list of every possible place to publicize. (Social media (Facebook, Meet-up, etc (personal & club)), chamber of commerce, websites, cable outlets, community & corporate newsletters, vehicle back windows, etc.)
- Print and distribute 10 flyers for each member to distribute & post
- Every member is responsible for bringing a minimum of 2 guests
- Food (cookies, fruit, veggies, cheese & crackers, punch & coffee) See if a restaurant, coffee shop or grocery store will donate the food
- Decorations? You can decorate or not.
- Guest Cards from Toastmasters International, or create your own
- Greeters to welcome every guest at the door
- Floaters to network and answer questions
- Signs to direct to meeting room
- 1-minute "toastimonials" (2 Table Topics about how TM helps, 1 new member/1 experienced member)
- Name Badges
- Door Prizes (have a "punch bowl" for guests only to throw in business cards or filled out guests cards with name, email, and phone #)
- Have Visitor Packets with Membership Applications (include information table items, toastmaster meeting information, Your Toastmasters Business Card, etc)
- Information Table (manuals, brochures, awards, TM magazines, Your Toastmasters Business Card, etc)
- Follow-up press release with action photos
- Follow-up letters/phone calls to guests