## Organizing an Open House

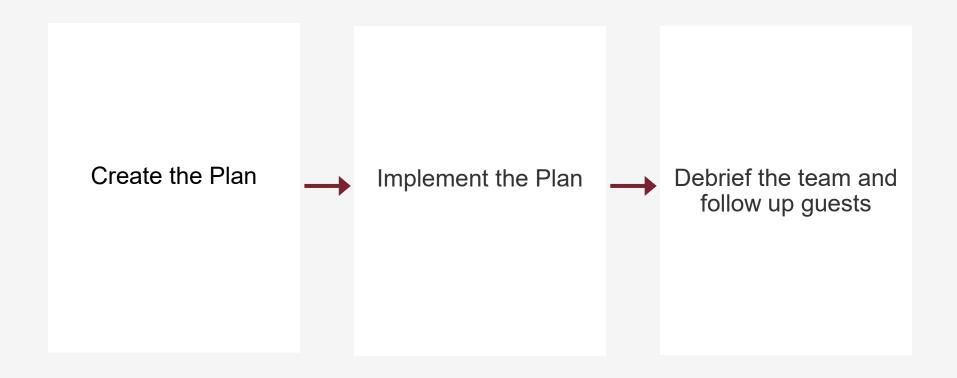
TOASTMASTERS
INTERNATIONAL

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District 35 Club Coach Virtual Presentation

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# Planning



### Questions to ask in planning:



- What?
- Why?
- Who?
- Where?
- When?
- How?
- ...and follow up!!



### WHAT is an Open House?

- Everyone invites guests. (Competition?)
- Publicized meeting.
- Presentation about Toastmasters International.
- Q&A

#### WHY?

- To gain members.
- To practice leadership skills.
- To improve your club.
- "If you're not having fun, you are not doing it right!" -Jay Nodine, Goldmine Toastmasters

#### Remember the Club Mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

#### WHO?

- All club members should be involved. Toastamonials
- Are you having a special speaker?
- VPPR & publicity committee



#### WHERE?

- Regular meeting place.
   Festival Community Room Restaurant
- Online/Hybrid.
- Public Library.

#### WHEN?

- Consider membership campaigns:
   5 new, dual or reinstated members.
  - Smedley Award (Aug-Sept)
  - Talk Up Toastmasters (Feb-Mar)
  - Beat the Clock (May-Jun) Transfer and Charter members do not count.
  - Membership building program for individuals
- During contest season.



#### HOW?

- Special speaker.
- Toastimonials
- Creative ideas for Table Topics and Themes.

Example: Persuasive speech



### Planning the follow up

- Guest Book and Guest Packet at Open House.
- Know who will follow up guests before the Open House.
- Give opportunity for guests to comment, as well as ask questions.

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## Implementing the Plan

- Have the speaker scheduled.
- Have your agenda planned.
- Secure the meeting location, if needed.
- Set the debriefing date.



#### Debrief team & Following up Guests

- What could have gone better?
- What went well?
- Be certain to thank EVERYONE for their help!
- Check to see if guests were followed up.
- When would be a good time to hold the next Open House?



#### Suggestion

 Plan your Open House(s) at the beginning of the Toastmaster year with club officers.

## Social Media Boot Camp PDF

- From District 37 Gayle Pum, DTM
- Best times to post, Facebook, Snapchat, Linked In, Instagram and Twitter.
- Request in chat (or email) acmediations@gmail.com

#### **Q&A** and discussion



What has worked in the past?

Where have you held an Open House?

Any questions for me?

