OPEN HOUSE — CHEAT SHEET

District 227 | Quick reference for Club Officers · full docket: "Open House Made Easy"

① BEFORE *(pre-event)*

- ☐ Lock date **4–6 weeks out** — weekend, avoid holidays/off-hours
- ☐ Target **50–60 guests** (10% conv. ≈ 5–6 new members)
- ☐ Promote via community WhatsApp / org intranet — build curiosity, avoid TMI
- ☐ Line up a trusted community member / senior leader as a votary
- ☐ Book an accessible venue; keep hybrid option open
- ☐ Share agenda **1 week ahead** — crisp: **60–90 min in Q&A**
- ☐ Assign role-takers with growth opportunities in mind
- ☐ Float a registration form (seating/refreshments/help desk)

② AGENDA SETUP *(role-takers)*

- ☐ Brief President / VPE / TMOD on guest demographics
- ☐ Pick an enthusiastic, experienced TMOD — crisp, light, formal
- ☐ Simple, appealing theme guests can relate to
- ☐ Newer, confident speaker — "if they can, I can" effect
- ☐ Evaluator who is pointed yet encouraging, never harsh
- ☐ Enthusiastic TT Master + 1–2 seed TT speakers
- ☐ Experienced General Evaluator; TAG roles briefed & timed
- ☐ Facilitator: senior org leader / institution leader, keynote, Educational session
- ☐ 2 days prior: flyers for communities/students; reminders for corporates

③ DURING *(run of show)*

- ☐ All role-takers arrive early — set up, complete formalities
- ☐ Display standee / banners / awards (with host's permission)
- ☐ Distribute Marketing resources hand-outs
- ☐ SAA opens with energy — rules, water/tissues/AC, refreshments
- ☐ President inspires with a crisp opening + closing anecdote
- ☐ Invited leader(s) address guests for ~2 min before speeches
- ☐ TMOD controls time & room energy throughout
- ☐ Table Topics: **8–10 guests** attempt it — keep them engaged
- ☐ Capture feedback & contact details from every guest
- ☐ Hand out bookmarks / chocolates after TT, Quiz, feedback
- ☐ State meeting venue & time twice + include in Guest Packet

④ AFTER *(close out)*

- ☐ Hold guests back for refreshments & networking
- ☐ VPM/President speak on fees/pricing
- ☐ QR code ready to capture feedback from every participant
- ☐ Thank the POC/leaders; float a Speechcraft if interest is sensed
- ☐ Leave the venue cleaner than you found it
- ☐ President sends a Thank-You note to community/org leaders
- ☐ VPM follows up with every interested guest **before th next meeting**

AWARDS Star: 4+ members / 45 days Champion: 8+ members / 45 days

Submit ≤15 days → tinyurl.com/D227OpenHouse | *Templates → d227toastmasters.org*