



Effective Open Houses For DeMolay Membership Recruitment



Topics To Be Discussed

- ◆ Why Open Houses?
- ◆ Basic Structure
- ◆ Key Roles & Responsibilities
- ◆ Planning & Organization
- ◆ Execution
 - First Impressions
 - Dinner
 - The Sell
 - Parents & Prospects
 - Split the Group
 - Join the Groups
 - Closing the Deal
 - Follow Up and Degrees



Why Open Houses?

- ◆ Gives A positive first impression.
- ◆ Controlled setting.
- ◆ Familiar format for parents.
- ◆ Parents can see where their child will spend their time.
- ◆ Gives an opportunity to meet advisors and other members.



Basic Structure

- ◆ Greeting / Reception of guests.
- ◆ Dinner.
- ◆ Group discussion on basics of DeMolay.
- ◆ Group split (this is where most of the selling is done).
 - Parents remain with Advisors.
 - Prospects with knowledgeable members.
- ◆ Groups reconvene for dessert (close the deal).
- ◆ Closing & Departure.



Key Roles & Responsibilities

Advisors

- ◆ Prepare & send invites.
- ◆ Prepare dinner.
- ◆ Prepare parent portion of the presentation.
- ◆ Work with active members in preparing the prospect portion of the program.
- ◆ Host the parents.

Active Members

- ◆ Prepare & send invites.
- ◆ Prepare prospect portion of the presentation.
- ◆ Older active DeMolay may opt to work with parent presentation.
- ◆ Host the prospects.
- ◆ “Be” DeMolay.



Planning & Organization - Invitations

Acquire Names

- ◆ “Names” Method.
- ◆ Purchasing Names.
- ◆ Sons & Grandsons.

Sending The Invites

- ◆ Remember 1st Impressions.
- ◆ Send To Parent & Prospect.
- ◆ 3 To 4 Weeks In Advance.



Planning & Organization – Greeting Guests

- ◆ Have A Sign-In Sheet!!!!
- ◆ Hello! My Name Is...
- ◆ No Regalia. (*don't scare them yet...*)
- ◆ Casual, but neat.
- ◆ Brochures, Handouts, Flyers.
- ◆ Applications for Membership.



Planning & Organization - Dinner

- ◆ Cook A meal that would be favorable to most.
- ◆ Provide alternatives.
- ◆ Don't go overboard!
- ◆ Buffet style or home style.
- ◆ Avoid cheap meals like hotdogs, pizza, hamburgers and the like, unless the setting calls for it.



Planning & Organization - Discussions

Advisors

- ◆ Gather in the lodge room.
- ◆ Set your agenda and get all advisors on the same page.
- ◆ Plan for 20 minutes.

Group

- ◆ Gather in the lodge room.
- ◆ Create an audience.
- ◆ Sit amongst your guests.
- ◆ Set up equipment before they arrive.
- ◆ Plan for 10 to 15 minutes, plus the time for any multimedia.

Members

- ◆ Gather in the common or collation room.
- ◆ Set up equipment before arrival.
- ◆ Sit amongst your guests.
- ◆ Plan for 20 minutes.



Planning & Organization - Dessert

- ◆ Expect to prepare coffee, tea and some type of dessert.
- ◆ Have petitions ready for final push.
- ◆ Consider a “Parting Gift”.



Planning & Organization - Closing


- ◆ The open house date should be within 2 weeks of a planned degree.
- ◆ The entire open house should take no longer than 2 hours.
- ◆ Avoid open houses during or just before the summer and the Thanksgiving & December holidays.



Execution - Invitations

Tips:

- ◆ Organize an “envelope stuffing party”, especially if sending a high number of invites.
- ◆ Be Sure To Include Internet Information Resources In Your Invite.
 - Always Include:
 - www.demolay.org
 - www.yourstatedemolay.org
 - www.yourchapterdemolay.org
- ◆ Use a uniform set of stationary, especially incorporating the branded DeMolay “Swoosh” logo. Avoid using Lodge Stationary.
- ◆ Try sending information using a Video, CD-Rom or a combination of both to a percentage of the prospects you are mailing to.
- ◆ Choose Your Words Carefully.
 - Lodge vs. Temple
 - Induction vs. Initiation
 - Open House vs. Prospect Party
 - Youth Leadership Organization vs. Fraternity



Execution - Greeting

Tips:

- ◆ Make sure everyone signs in, including:
 - Prospects – Name, Address, Phone, Email
 - Parents – Name, Address, Phone, Email
 - Members – Name, Position & Chapter
 - Advisors – Name, Position & Chapter
- ◆ Make “Hello!” name tags prior to their arrival if possible.
- ◆ Be sure that Members and Advisors wear “Hello!” tags as well.



Execution - Dinner

Tips:

- ◆ Strategically sit members and advisors amongst your guests.
- ◆ Talk about “them” and not “you”.
- ◆ Try to include your entire table in the conversation.
- ◆ Answer all questions or defer the answer to someone who knows.
- ◆ “Be” DeMolay!



Execution - Discussions

Tips:


- ◆ For Each Section Be Sure To Include:
 - Multimedia (Video, Slides)
 - Hand Outs
 - Periodic Breaks For Q & A.
- ◆ Be Sure To Include:
 - Group – What DeMolay Is. History. What DeMolay Has To Offer.
 - Adults – Youth Protection. Insurance. Scholarships. Leadership. Advisor Training Methods.
 - Prospects – Fun. Dances. Rainbow, Jobies, Fun, Fun, Did I Mention Fun?



Execution - Dessert

Tips:

- ◆ This is when you ask for the sale.
- ◆ Have membership applications read and pens so they can fill them out right there.
- ◆ If you get resistance, go back and cover all the great things DeMolay has to offer.
- ◆ ASK for the sale! Sometimes you just need to ask them to join. They are usually ready for it.
- ◆ Give them a “Parting Gift” as a Thank You for coming to the Open House.



Execution – Follow Up

- ◆ Get petitions from those who didn't complete them the night of the Open House.
- ◆ Send thank you notes to the parents who attended.
- ◆ Send a postcard, email, phone call of when the degrees will be.
- ◆ Do a follow up so they will be there. Make sure parents know they can attend too.
- ◆ Do the Initiation. Do a New Member Orientation.
- ◆ Start the process over again.