



Encouraging Spring Open Houses *\$30 for any club...*

For any club in District 28 that hosts an open house between February 15, 2014 and April 15, 2014, the district will reimburse up to \$30 for the following items:

- Food
- Copying or printing
- Materials purchased from the Toastmasters International store

Two things are required for reimbursement by District Treasurer, Brian Laskey – receipts needed by May 15, 2014 and how many visitors/new members resulted to raymetzd28@gmail.com.

Hosting an open house is a great way to possibly increase club membership. There are many benefits to planning and hosting such an event including:

1. Generates interest in the club
2. Attracts new members
3. Provides a team building exercise for club members
4. Planners will gain Competent Leadership (CL) credit
5. Everyone helping will gain CL credit
6. The speaker will gain educational credit
7. All will have an opportunity to share what they've gained from what they've gained from Toastmasters

What should my open house be? (acknowledgement to Stephanie Coleman)

S – Spectacular event (take whatever you do in your club and take it up a level...)

O – Orient your visitors (help them understand what we do in Toastmasters and what the benefits are)

A – Atmosphere (friendly and supportive – take whatever you do in your club and take it up a level...)

R – Relationships (start building a relationship with each visitor so he or she wants to come back...)

Recommended Starting Point for Open Houses...

→ Organizing an open house (District 1) – www.tmdistrictone.org/openhouse.asp

Other resources...

Open houses (District 60) – toastmasters60.com/openhouse1.php

Open houses (Gary Mull) – www.garymull.com/wow/wow.htm

Open house flier template – www.toastmasters.org/openhouseflierBW

Open house press release – www.toastmasters.org/prresources (click on Club Open House news release)