Outline

* Step 1: Obtain Prospective Member List **(each Summer)**
  + 1A: School List for the upcoming years (6th, 7th, 8th grades)
    - Public and Private School Districts
    - Reach out to the principals, not school boards
  + 1B: Family members of appendant bodies (Ages 12-14)
  + 1C: Friends and Family of Chapter Members and Advisors (Ages 12-14)
    - ASK YOUR MEMBERS TO GET THEIR PHONES OUT AND LIST OFF PEOPLE THEY CAN CONTACT.
* Step 2: Brainstorm event ideas **(at least 5 months in advance of the event)**
  + Think Big
  + DO NOT GO TO A LODGE FOR YOUR EVENT
  + Examples Include: Laser Tag, Go Karts, Arcades, Mini Golf, Movie Night (Theater, not lodge), bowling, etc
    - ASK YOUR CURRENT MEMBERS WHAT THEY LIKE TO DO FOR FUN
  + Always be thinking of a follow up event (open house?)
    - Should occur 2-4 weeks after this main event
* Step 3: Decide on Event **(4 months ahead of event)**
  + Set program/itinerary for the event
* Step 4: Choose a venue **(4 months ahead of event)**
  + Please keep in mind that the venue reflects on the organization as this is their first impression.
* Step 5: Choose a date **(4 months ahead of event)**
  + At least four months out to allow the chapter time to finish planning and promoting the event, also to ensure your chosen date can be available
* Step 6: Reserve venue **(4 months ahead of event)**
  + Pay any deposits if needed, keep any receipts for reimbursement from the state.
* Step 7: Finalize Budget **(4 months ahead of event)**
  + Budget should include venue cost, printing/mailing costs to parents/prospectives, decorations, food/drink, and any other necessities based on your event.
* Step 8: Plan out roles and responsibilities of the event **(3 months ahead of event)**
  + Divide responsibilities between the chapter members and advisors:
    - Invitations and mailings
      * Advisor(s) will need to mail merge all lists, print labels, purchase envelopes and postage, and edit/print letters for parents/prospectives prior to Step 11.
      * Establish RSVP date 1-2 weeks prior to the event.
      * Who will be taking RSVPs? ONE PERSON
    - Obtaining promotional supplies
      * Promotional and marketing materials, applications, popup banners, etc
    - Who will welcome people at the event?
      * 1 DeMolay and 1 Advisor, should be able to hold a conversation and be approachable
    - Who will be manning registration/check-in?
      * Obtain their email and phone number
    - Who will give a “thanks for coming” at the end?
      * Also give them an application, marketing materials, and invitation to upcoming open house (2-4 weeks later)
* Step 9: Submit Budget/Event Plan to Executive Officer for the Membership Reimbursement Program **(3 months ahead of event)**
  + Reimbursement up to $750 of costs with receipts present.
* Step 10: Begin Preparations for Follow-Up open house **(3 months ahead of event)**
  + **Should be 2-4 weeks after your event**
  + Choose which meeting night will be replaced with your open house
    - DO NOT HAVE A MEETING DURING YOUR OPEN HOUSE
  + What is the program for the night?
  + Who is speaking?
    - Which DeMolay (and your sweetheart if you have one!) will be welcoming everyone
    - Which advisor will be giving the Open House Presentation (Operations Coordinator if available?)
  + What will the boys be doing as a fun event during the parents section of the presentation?
  + Will there be food/beverages? Who will purchase those?
  + Who will be responsible for lodge setup and cleaning?
  + Visit widemolay.org/membership-corner to download the Open House Presentation
* Step 11: Package/Send out Mailings **(1.5-2 months ahead of event)**
  + Schedule a time where those responsible for invitations and mailings can meet to properly fold and package mailings.
  + Mail out invitations when all are completed
* Step 12: Internal Promotion **(2 months ahead of event)**
  + Invite the following entities to encourage a larger DeMolay presence:
    - Chapters
    - State Officers/State Staff
    - Wisconsin Priory
    - Court of Chevaliers
  + Strongly encourage Active DeMolay to wear DeMolay attire.
  + Submit event to the Operations Coordinator at [websubmissions@widemolay.org](mailto:websubmissions@widemolay.org) to insert onto the DeMolay website and Badger DeMolay. Request social media posts and promotional materials/popup banners.
* Step 13: Take a breath, you earned it
* Step 14: Final Internal Promotion **(2-4 weeks ahead of event)**
  + Reminder email to all above entities
* Step 15: RSVP Follow Ups **(2-4 weeks ahead of event)**
  + Share final numbers with the venue if needed.
  + Find out how many people are RSVP'd to gauge for supplies and food/beverages
* Step 16: Establish Transportation Plan **(2-4 weeks ahead of event)**
  + How to get chapter members to and from the event
* Step 17: The final week
  + Purchase supplies based on RSVP numbers
  + Final reminder to chapter members to arrive 30-45 minutes prior to the event wearing DeMolay attire.
  + Pick up any promotional materials requested from the Operations Coordinator
* Step 18: The Day Of
  + Arrive Early
  + Meet with manager to go over any last minute details
  + Setup (if required)
  + Reviewed roles and responsibilities
  + 15 minutes out take places
  + Welcome each young man/parent like they are already a member.
    - No DeMolay should be in the corner on their own
  + HAVE FUN. SMILE. BE EXCITED.
  + Make sure every prospective member leaves with:
    - Invite to Open House
    - Promotional Material
    - Application
  + MAKE SURE TO GET CONTACT INFO
* Step 19: Follow Ups **(1 week after event)**
  + Edit the follow up email template and send to the prospective/parents thanking them for attending the event and sending them information on your open house.
  + Email Open House invitations to chapters, priory, and state officers
* Step 20: Open House Preparations
  + Purchase any supplies or decorations needed for the Open house.
* Step 21: Open House
  + Arrive early
  + Setup chapter room
  + Setup fun event
  + Make sure everything is clean
  + Review roles and responsibilities
  + 15 minutes prior to everyone in place.
* Step 22: Submit Receipts to the Executive Officer for reimbursement **(2 weeks after event)**
* Step 23: Continued Correspondence (1 week and into the future after open house)
  + Continue following up with attendees inviting them to your next chapter meetings and fun events
  + Encourage them to submit their applications.