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 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.