



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.
- ◆ 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!” Nametags 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

Tip:

It Is At This Point Where The Young Man And His Parents Are Approached With A Petition If Not Already Done So.

Remember Not To Give A High Pressure Sell, As This Causes People Who Are On “The Fence” Teeter To The “Not Interested” Side.



Execution – Follow Up

Tips:

Send Out “Glad To Have Met You” Letters To All Prospects And Parents That Attended.

Wait 3 Days, Then Call Those Who Submitted Petitions Or Expressed Interest In Joining To Line Them Up For Degrees.

Follow Up With Those Who Said They Weren't Sure Only Once Or Twice, Unless They Specifically Say That They Decided To Join.



DeMolay Open House - Summation

Positive First Impressions:

We accomplished this by being neat and organized in every aspect of the Open House.



DeMolay Open House - Summation

Controlled Setting:

By having them come to us, we were able to accurately prepare and present the DeMolay message in a clear and concise manner. Doing this at their home, as traditionally done, leaves us at a disadvantage.



DeMolay Open House - Summation

Familiar Format For Parents:

Parents are used to the Open House format from attending events for their son's school or from their business or professional life.



DeMolay Open House - Summation

Parents See Where Their Child Will Be
Spending Their Time:

They get to tour the Lodge building and
maybe learn about the Masonic Fraternity.



DeMolay Open House - Summation

Gives An Opportunity To Meet Advisors And Other Members:

Parents feel better about a group or organization when they get a chance to meet the people involved. Why do you think “Back To School Night” is so important?



Your Input And Questions
Are Welcome.

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