



MEMBER UP

How to Elevate Your Open Houses

Name:

Chapter:

Jurisdiction:





Plan to Impress

The most important goal of your Open House is to build trust with your guest families. The best way we can show them what DeMolay can do than with a well-planned and well-run activity.

OBJECTIVES

- 01 GENERATE IDEAS FOR YOUR OPEN HOUSE**
- 02 ELEVATE YOUR OPEN HOUSE EXPERIENCE**
- 03 MAKE A PLAN AND EXECUTE**

Types of Open Houses

TRADITIONAL OPEN HOUSE

We tend to focus too much on selling DeMolay to the young man. Of course, we want every young man who attends an event with DeMolay to have an experience filled with fun and new friends. Often, however, he goes home, he tells his parents that he had a great time, and that's the end of it. While a son can get the ball rolling, parents ultimately make the decision to join DeMolay and support their son's involvement through the years. How can we reach them?

Open houses are a unique way to reach the entire family. We can show parents and guardians both the value of not only their son's involvement in DeMolay, but how they can become involved as well.

See the next few pages for a breakdown of what an open house should include.



YOUR OPEN HOUSE DOESN'T NEED TO BE WHERE YOU CHAPTER MEETS. HOLD IT IN A PARK, COMMUNITY CENTER, OR PUBLIC PLACE. YOU'LL BE VISIBLE TO OTHER FAMILIES, WHO MAY JOIN YOU OR ASK QUESTIONS.

Registration.

The registration table is one of the most important pieces of your open house. The advisors here will help the Chapter learn which of the families who RSVP'd actually attend. They also capture the information of anyone who did not notify the Chapter beforehand, so they can be contacted later. Most importantly, the advisor you put in charge will often be the first person to welcome new families to the event.

Some families will arrive up to twenty minutes before the start. Have advisors ready to talk to these parents and keep them engaged before the start. Members can plan out some mini-activities like Jenga, Giant Tic-Tac-Toe, or Card games to help make the youth guests comfortable and ready for a good time.

Welcome

Have a quick presentation, welcoming everyone and letting them know what they can expect from the day. If you have a Jurisdictional Officer in attendance, he can share his DeMolay experience here. Young men see him as a peer and will listen to him more closely than anyone else, whereas parents will see a confident, well-spoken young man as a testament to the strength of the DeMolay program. At the end of the welcome presentation, dismiss the young men to the fun activity with the current DeMolays, while the parents stay for a presentation directed at them.

Fun Activity and Parent Presentation

Plan an activity or multiple smaller games to make sure that everyone is involved. If you are struggling with an idea here, ask your Chapter members what they already enjoy doing with their friends. Guests should never be expected to pay for the activity

A complete guide on creating a meaningful presentation for parents will be included in the full version of this book.

Break

This will be a time for parents to reconnect with their sons. If you are having an induction at the open house, ensure that families know that there is no pressure to join today if they still have concerns.

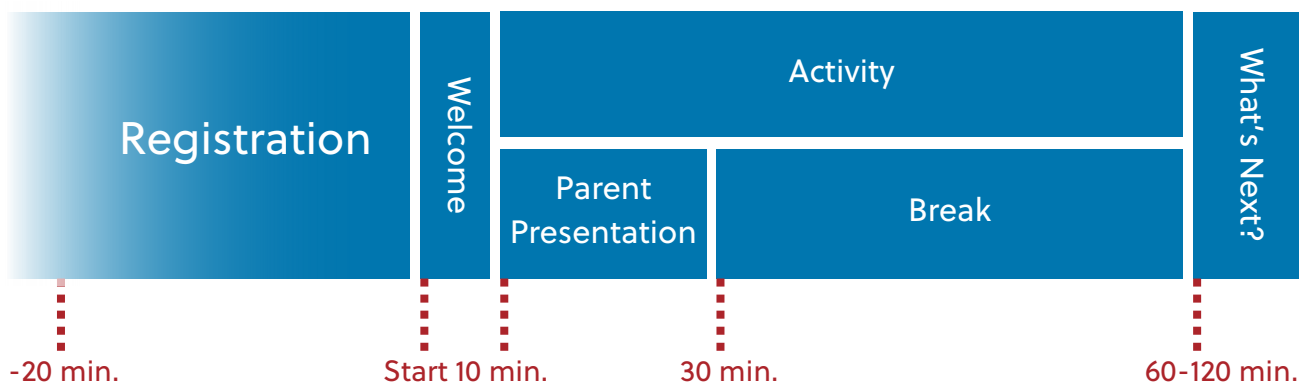
Induction Ceremony

Time and space permitting, it's highly recommended that you plan a short-form induction ceremony to close out your open house. Right now, DeMolay is fresh in the minds of your guest families, it's easy to make the close. If they go home, there is always a chance for them to talk themselves out of joining,

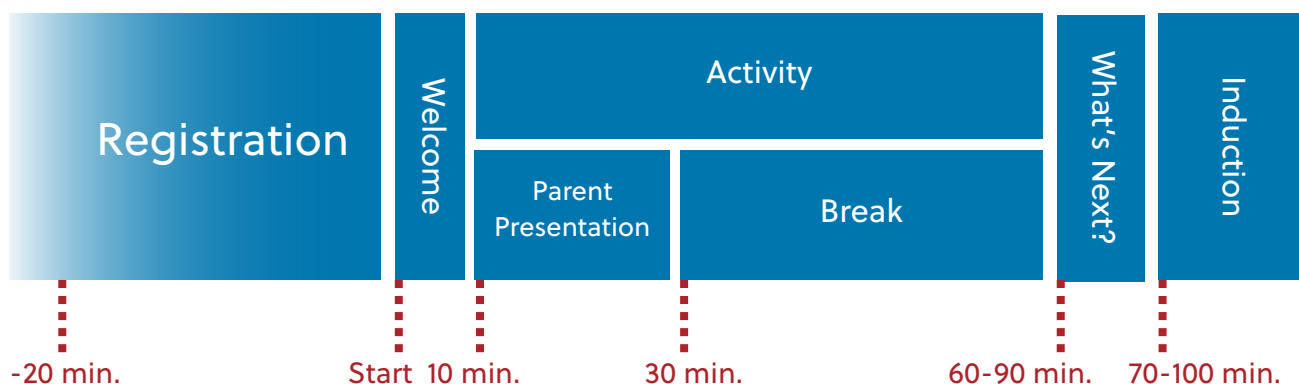
In most cases, you won't know the belief system of the families attending the open house beforehand. The best practice is to remove the alter and have attendees raise their right hand. Remember, in this instance, the induction serves as a hook to get families involved now. Everyone who joins today will still eventually receive the full degree. We are not compromising the DeMolay experience, just saving it for a time and place where it makes sense.

Below is a guideline on the schedule of your open house. Different plans will require adjustment. Often, you will have to play the length of the break and the activity by ear. If young men are enjoying themselves or families are taking time to consider joining, give them more time. Whatever you do, you should keep it within two to three hours.

OPEN HOUSE WITHOUT INDUCTION



OPEN HOUSE, WITH INDUCTION



What's Next

For both families who decide to become a part of DeMolay, and those who need a little more time to decide, bring everyone back together for a quick preview of what other fun activities the Chapter and Jurisdiction have planned. If you have term plans or Chapter calendars, hand those out at this stage, along with the contact information for the Chapter Dad or Chapter Communications Advisor.

VIRTUAL OPEN HOUSE

The reality is, not every family has the time to spend two or three hours at your event. Others, while they would like to attend, may have other plans. Holding a virtual open house in addition to your in-person event is an excellent way to capture families that might not have otherwise signed up. You can also hold standalone virtual open houses since they take far less time to plan and involve fewer personnel. If you have a strong relationship with a local school district or a way to consistently promote DeMolay to your community, you should hold one of these every few months.

Unlike traditional open houses, parents and guardians are the sole audience here. Begin with a welcome message from a jurisdictional officer, then move into the same presentation you would give at a n in-person open house. It's harder to show off DeMolay here, so put special emphasis on photos and videos of your events. Afterward, leave time for questions.

You won't have an opportunity to make a "close" here, instead, your goal here is to entice them enough to come to a fun activity. Make sure they have the contact information of the Chapter Dad or Chapter Communications Advisor and a calendar of Chapter activities. Include them in all Chapter communications moving forward.



How long should a Virtual Open House last?

No more than thirty minutes. No one likes long Zoom meetings.

Put the Best of DeMolay on Display

BRING THE FUN

Your fun activity shouldn't exist just to fill time, it needs to be the main draw. This will be what everyone will talk about in the car ride home, what will get them talking to their friends and peers, and the expectation set for future activities.

But even Disney World can be a drag if the weather is bad and the lines are long. As you are planning your event, make sure you are finding ways to eliminate downtime, include everyone (especially parents), and anticipate disasters big and small.



DON'T CALL IT AN OPEN HOUSE. PEOPLE USUALLY THINK OF AN OPEN HOUSE AS PRETTY BORING. THINK ABOUT WHAT YOU HAVE PLANNED. CAN YOU SELL IT AS SOMETHING FUN?

- FALL CHAPTER KICKOFF
- GLENDALE FAMILY BBQ
- SUMMER SPORTS DAY
- MILFORD BONFIRE NIGHT

THE RULE OF THREE

Put yourself in the shoes of a young man attending a DeMolay event for the first time. The best case scenario is that he at least knows one person at the event. If he's attending because of a letter or ad campaign, however, he's in an unfamiliar and even intimidating environment. Many potential members can slip through the cracks and be by themselves for a portion of the activity.

Pair up a younger DeMolay, who is roughly the age of your potential members, with an older DeMolay who is more experienced in social situations. If you see any young man by himself, introduce him to the pair and see if there is a game or activity they can do together. These groups shouldn't be ridged and members will naturally drift apart over the course of the event, but little moments like these go a long way in making guests feel welcome and included.

Three really is the magic number in these situations. With only two in a group, there is the potential for awkward moments when both parties run out of things to say. Any more than three, and the potential member can easily feel intimidated or ignored.

ENGAGE WITH PARENTS

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START BUILDING TRUST NOW



PLAN → ACTION

What is your open house going to look like?

What supplies will you need?

- ☐ Projector
- ☐ Projector Screen
- ☐ Other A/V Equipment
- ☐ Registration Checklist
- ☐ PowerPoint
- ☐ Handouts & Term Plans
- ☐ Membership Applications
- ☐ Banners/Signs
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

What roles do you have filled?

- ☐ Presenter(s)
- ☐ Registration
- ☐ Greeters
- ☐ Cleaners
- ☐ Cook & Food Handlers
- ☐ A/V
- ☐ Short-Form Induction Team



PLAN → ACTION

60 Days Out

- ☐ Secure your location.
- ☐ Make a plan and budget of what you'll need to bring/buy.

30 Days Out

- ☐ Create a list with your Chapter to see who could be invited.
- ☐ Finalize any articles, flyers, ads, handouts, etc. to promote your event.

21 Days Out

- ☐ Begin promoting on social media.
- ☐ Confirm who from the Chapter is attending. Assign roles.
- ☐ Any physical invites should be in the hands of your members. It's time to start spreading the word.

7 Days Out

- ☐ Confirm what guests invited from the Chapter are attending.
- ☐ Have all needed supplies, materials, and handouts ready to go.
- ☐ Second wave of social media promotion. Any mailings, virtual flyers, etc. should be in the hands of outside families by now.

The Day Before

- ☐ Final social media push.
- ☐ Send a reminder to all confirmed attendees.



Bring the Crowd

As with any membership event, Chapter leaders need to reach out to their local communities and motivate their members and advisors to engage their peers “Build it and they will come,” doesn’t apply to membership.

OBJECTIVES

- 01 REACH YOUR LOCAL COMMUNITY**
- 02 GENERATE LEADS FROM MEMBERS AND ADVISORS**
- 03 USE RSVPS TO CAPTURE INFORMATION**

Community Outreach

OUTREACH TO LOCAL ORGANIZATIONS.

Every community will have at least a few organizations dedicated to positively impacting youth. These organizations share a common goal with DeMolay, and a young man can benefit from being involved in both. There are several ways to reach out to other organizations that work with youth. Find someone who has an “in” with one of these groups. A parent who’s a Scout Leader, an advisor who volunteers as a Big Brother, a member who’s a DECA Officer, a favorite teacher.

- Scout Troops
- Big Brothers, Big Sisters
- Boys and Girls Clubs
- Youth Sports Teams
- Charter Schools
- DECA
- Future Business Leaders of America.

If you don’t know someone on the inside, you can often find a contact on their website. Work with them to find a way to promote your activity. You can even arrange for DeMolays to present at one of their meetings.

When you are talking to these groups, stress DeMolay's involvement in the local community, how you are teaching skills and providing an experience that helps prepare our members for the future, and how DeMolay reinforces what they learn in their group. Try to find other opportunities to work with the other organization, like a service project.

LETTER CAMPAIGNS

Another way to generate interest is to send out letters in the mail. Acquiring a mailing list can get info about DeMolay and your event right into someone's mailbox.

To get a mailing list, ask a local school district first. Some states have 'Sunshine Laws' that make it easy to request the names, ages, addresses, and sometimes even the emails of student households.

You can also turn to companies like InfoUSA or ASLMarketing to purchase mailing lists for student families in your area. This method can be expensive, as addresses are usually purchased in bulk by zip code and have a minimum purchase requirement. These lists can be used for years, especially if you are targeting 12-14-year-olds, and Chapters can work together to split costs, even if they are across the state.

Some marketing companies will take care of the hassle of stuffing and labeling envelopes. Ensure that they are addressed "To the Parents/Guardians of ____". If you were a parent, you'd want to know what's inside that envelope.



Send letters instead of postcards and other advertisements. Postcards will get thrown in the trash without a second look. Put yourself in the shoes of a parent. If you got an envelope with your son's name on it, would you want to know what's inside?

If you are working with a school district or community organization, see if you can get the emails of parents as well. For suburban families, sending emails can often have a higher rate of return.

**ADDRESS PARENTS
DIRECTLY**



Dear Parent/Guardian,

If your son is looking for...

- A community of steadfast friends and mentors.
- Multiple fun activities and adventures each month.
- A chance to grow in confidence, learn life skills, and become a leader.

Then this is an event he can't miss.

In DeMolay, our Chapters are run by our members. Whether it's a video game tournament, laser tag, sports, or an adventure out of town, everything we do is a chance for your son to do what he loves or try something new.

Our members are challenged to brainstorm creative ideas for fun activities, fundraisers, and service projects, and put their plans into action. All of this is accomplished under the mentorship of our trained adult volunteers, selected from the local community, enabling our members to shape their Chapter to their own interests. The best part – each activity is a place where he can be in a community of supportive friends.

You and your son are invited to join us at our Fall Chapter Kickoff on September 12. This is your chance to learn more about us and meet our members and adult volunteers. Please RSVP with either the contact information or the QR Code below.

We hope to see you there!

Regards

Darian Michaels
Chapter Advisor
Thunderbird Chapter
DeMolay International
(000) 000 - 0000 dmichaels@tbirddemolay.org

**THE LETTER
SHOULD LOOK
CLEAN +
PROFESSIONAL.**

**IF IT LOOKS LIKE
AN AD, IT'S MORE
LIKELY TO GET
THROWN AWAY**



**USE THE FIRST PARAGRAPH
TO GRAB ATTENTION**

**INVITE THE
WHOLE FAMILY**

**INCLUDE A WAY
TO RSVP**



SCHOOL OUTREACH

It's hard to know where to start when it comes to building a relationship with a school district. Arizona DeMolay partnered with two school districts in a backpack drive. Since then, the local DeMolay Chapter has continued to strengthen its bond with the local schools by providing sanitation products during COVID. The school district provides lists on names, parent emails, and addresses to the Chapter every year and lets them post flyers about their membership events.



MORE IDEAS

- Look at your city's event calendar. Try to get a booth at local fairs and community events. Be intentional and have an advisor hand out an invitation to parents and families that walk by.
- Advertise your event on town social media pages. Many towns have community groups on Facebook where anyone in the community can post about upcoming events.
- Likewise, inquire about placing ads in local Masonic publications.

Chapter Lead Generation

Most Chapter members will not invite their friends on their own. Talking about DeMolay is a scary idea to some members, and tying incentives to inviting their peers does little to address the root of the problem. As we discussed earlier, open houses are an opportunity to reach parents - they are the ones we should be inviting, and Chapter members aren't the most effective way to reach them.

Three to four weeks before your open house, Gather as many as possible from each member but shoot for a minimum of two or three each. The presenter writes each name down on a whiteboard.

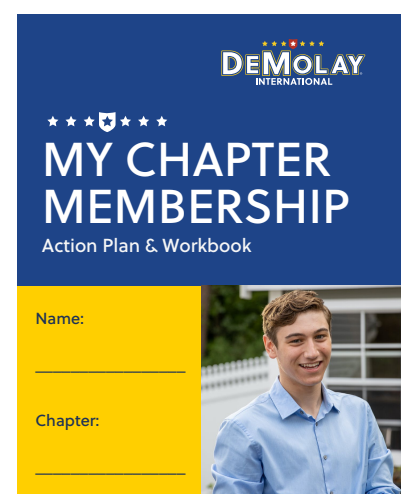
For some members, it can be a challenge to think of any names, they will often say that they don't have any friends to invite. 'Invite your friends' is a limiting factor, our members have so many more peers they interact with almost daily that they don't consider friends. In these cases, The presenter should ask follow-up questions like "Who's the funniest guy you know?", "Who's the smartest guy you know?", "Who are some guys you ride the bus with?" "Who do you sit next to in your classes?" "Who do you keep Snapchat streaks with?" etc.

As the meeting is wrapping up and parents are picking up their sons, make sure you talk to them. Let them know the details of the event. Ask if they know the parents of any of the parents of the young men their son wrote down and if they are comfortable extending an invitation to the open house.

Don't forget, that your network of advisors and lodge members also know families from their jobs, neighborhoods, and places of worship that they can invite. Don't place the burden of success entirely on your members.

For a full guide on this process and more,

**See the 'My Chapter Membership
Action Plan and Workbook'**



Creating a Funnel

CAPTURING INFORMATION

KEEP YOUR REGISTRANTS HOOKED



PLAN → ACTION

What is your plan to generate leads from your community.

What are some local youth/family organizations you can invite?

- | | |
|--|----------------|
| <input type="checkbox"/> Boys and Girls Club | Contact: _____ |
| <input type="checkbox"/> Big Brothers, Big Sisters | Contact: _____ |
| <input type="checkbox"/> Family Services | Contact: _____ |
| <input type="checkbox"/> Other: _____ | Contact: _____ |
| <input type="checkbox"/> Other: _____ | Contact: _____ |

Look on your city website and community social media pages and find two community events that you can promote your event.

Mailing Date:



Reminder Date:



Open House Date:





PLAN → ACTION

What is your plan to generate leads from your members and advisors?

How are they sharing the Open House with their peers?

- ☐ Invite Card
- ☐ Text Flyer
- ☐ Social Media
- ☐ Other: _____

Lead Generation Date: / /

How are you collecting RSVP information?

- ☐ Website
- ☐ Google Form/Jot Form
- ☐ Other: _____

/ /

/ /

Who is the advisor responsible for sending follow-up with potential attendees?

Initial Follow-up Date: / /

Reminder Date: / /

Open House Date: / /



Selling to Parents

As with any membership event, Chapter leaders need to reach out to their local communities and motivate their members and advisors to engage their peers “Build it and they will come,” doesn’t apply to membership.

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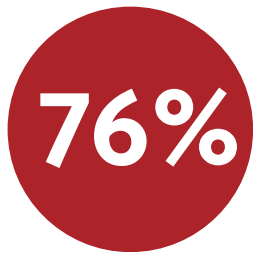
Keep Them Hooked

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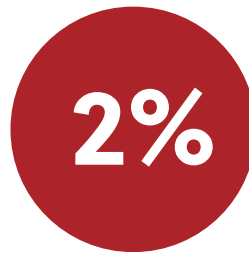
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Appendix: Peachjar School Flyers



of parents say they find out about clubs and organizations for their son through their school



of our current members found out about DeMolay through school.

We all know that schools are a great way to reach our audience, the question is how. Many states don't have 'sunshine laws' that give DeMolay easy access to student information, and it can take time to build a strong enough relationship with schools to let us promote DeMolay to their students and families. Thankfully, there is a solution.

How Peachjar Works



Visit ms.peachjar.com/schoolfinder to see if your local school district uses Peachjar. New school districts are being added all the time.

Peachjar is a service that helps schools communicate with their students' parents. Whenever there is a PTA meeting, football tryouts, or school plays, they get a digital Peachjar flyer in their inbox. Many schools also show Peachjar flyers on their websites. Peachjar also lets community organizations like DeMolay reach parents through the same channel.

Every 30 days, an organization can spend \$25 to send a digital flyer to every parent at the school, no matter the size. You can purchase credits in bulk to use throughout the year. You also have the option to purchase credits in the last step of setting up a flyer distribution.



How many schools should I send flyers to?

That ultimately depends on your budget. It's better to send flyers to fewer schools multiple times than to many schools only once.

Unlike with traditional information requests, schools don't have to trust us with student information. They also get to review the flyer beforehand. That means they are far more likely to promote your Open House.

School District Approval

Approval isn't a guarantee, however, School districts still ultimately get to decide whether or not they distribute your flyer. Each district has a different set of requirements that flyers and organizations must meet in order to be approved. You can review these both on the school finder page and while you are setting up your flyer distribution. Below are some common ones you'll encounter.

- Clearly display the name of the organization.
- Display the contact information (phone, email, and address) of a representative of the organization.
- The activity must be free and within the bounds of the school district.
- The organization must be non-profit. Ensure that your Chapter's Federal Tax ID and IRS Letter of Determination are uploaded to your Peachjar account.

Setting up a Flyer Distribution

Upload Your Flyer

Click on the post and notify button on the left-hand side of the dashboard. You'll be asked to upload a PDF of your flyer. You'll be asked to review it and input the flyer text on the left-hand side.

Set Flyer Details

Provide a short, informative title for your event and an address (if applicable). You can add a call-to-action button and link it to an RSVP page or Google Form to capture parents' information.

Plan Flyer Delivery

Use the map or the drop-down list to select which schools you want your flyer to be delivered to. You should only deliver to schools within 15 minutes of the Chapter. Finally, you can set the date when your flyer will go out, and how long it will remain on the flyer board.



How far in advance should flyers go out?

Schedule it for the Monday before your Open House. Districts often ask that distributions be submitted for approval 10-14 days before they go out, so plan at least 3 weeks in advance.



The Road To **MEMBERSHIP** Begins Here



The Road To **MEMBERSHIP** Begins Here



The Road To *MEMBERSHIP* Begins Here