

The Toastmasters Open House Blueprint



District 100
Toastmasters

Why?

This Blueprint was created to help clubs plan and host successful and valuable open houses. Hosting Open Houses regularly helps club succeed and makes the membership experience fun and engaging!



- 1. Expand membership and diversity.**
- 2. Showcase club's unique benefits.**
- 3. Foster community and connections.**
- 4. Cultivate leadership and communication.**
- 5. Enhance club's visibility and reputation.**

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Questions and Help: CGD@D100TM.org

Online Open Houses

A club can utilize these steps to help them form a successful Online Open House.

Step 1: Planning & Prep

- **Determine the purpose and goals:** Clearly define the purpose of the open house meeting. Is it to attract new members, showcase club activities, or promote Toastmasters? Identify the goals you want to achieve.
 - **Set a date and time:** Select a date and time that works best for both your club members and potential attendees. Consider time zones and try to avoid conflicting events.
 - **Choose a virtual platform:** Select a reliable online platform for hosting the meeting. Popular options include Zoom, Microsoft Teams, or Google Meet. Ensure it offers the necessary features for presentations, video sharing, and interactive elements.
 - **Promote the event:** Create a compelling invitation and spread the word. Utilize your club's website, social media channels, mailing lists, and other communication channels to reach potential attendees. Encourage members to invite friends, colleagues, and acquaintances.
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- **Plan the agenda:** Develop a well-structured agenda for the open house meeting. Consider including a mix of speeches, evaluations, interactive activities, and an overview of the Toastmasters program. Aim for a duration of around 1.5 to 2 hours.
 - **Choose speakers:** Select experienced and engaging speakers from your club to deliver prepared speeches. Choose topics that will captivate the audience and showcase the benefits of Toastmasters.
 - **Include interactive elements:** Incorporate interactive activities to engage the attendees. Examples include icebreaker activities, impromptu speaking sessions, or Q&A sessions. This helps potential members experience Toastmasters firsthand.

Step 2: Agenda & Program

Online Open Houses

Step 3: SetUp & Practice

- **Test your equipment:** Ensure all technical equipment, such as microphones, speakers, and cameras, are in working order. Test your internet connection and make sure it's stable. Consider using a wired connection for better reliability.
 - **Conduct rehearsals:** Practice the meeting flow with your club members and speakers. This allows everyone to familiarize themselves with the virtual platform and ensure smooth transitions between agenda items.
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- **Welcome and introductions:** Start the meeting by welcoming attendees and introducing the Toastmasters club and its purpose. Highlight the benefits of joining and how the meeting will unfold.
 - **Engaging speeches:** Begin with an attention-grabbing speech that showcases the skills and benefits of Toastmasters. Follow it up with well-prepared speeches from club members that demonstrate growth and development through the program.
 - **Evaluations and feedback:** Assign experienced evaluators to provide constructive feedback to the speakers. This showcases the supportive and nurturing environment of Toastmasters.
 - **Interactive activities:** Include interactive activities throughout the meeting to keep attendees engaged. Encourage them to participate in impromptu speaking sessions or ask questions about Toastmasters.
 - **Overview of the Toastmasters program:** Allocate a dedicated slot to provide an overview of the Toastmasters program, including the educational pathways, leadership opportunities, and benefits of membership.

Step 4: Hosting the Meeting

Online Open Houses

Step 4: Hosting the Meeting cont.

- **Testimonials and success stories:** Incorporate testimonials or success stories from existing club members. This provides social proof and demonstrates the personal growth and benefits of joining Toastmasters.
 - **Q&A session:** Allocate time for a Q&A session where attendees can ask questions about the club, membership, or any other relevant topics. Have experienced members ready to respond.
 - **Call to action:** Towards the end of the meeting, clearly communicate the next steps for potential members to join the club. Provide contact information, membership application details, and any upcoming events.
 - **Closing remarks:** Thank the attendees for joining the open house meeting and express your club's enthusiasm for welcoming new members. Encourage attendees to spread the word about the club and invite others to upcoming meetings or events.
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- **Collect contact information:** Encourage attendees to provide their contact information through a registration form or by emailing the club. Collect names, email addresses, and any other relevant details for follow-up.
 - **Send follow-up emails:** Within a few days of the open house, send personalized emails to attendees thanking them for participating and providing additional information about the club. Include details about upcoming meetings and invite them to visit again.
 - **Offer club visits:** Extend invitations for attendees to join regular club meetings as guests. Provide them with the virtual meeting details and schedule, allowing them to experience Toastmasters firsthand.

Step 5: FollowUp & Engage

Online Open Houses

- **Provide support and guidance:** Be available to answer any questions or provide further information to potential members. Offer assistance in navigating the membership application process and guide them through their Toastmasters journey.
- **Maintain communication:** Keep potential members informed about upcoming club activities, workshops, or special events. Regularly communicate with them through email newsletters or other channels to maintain engagement and interest.
- **Remember to create a warm and inclusive atmosphere during the online open house meeting.** Be prepared to address technical issues and ensure a smooth flow of the event. With proper planning and execution, an online open house can be a great way to attract new members and promote your Toastmasters club.

**Step 5:
FollowUp
& Engage
Cont.**

Hybrid Open Houses

A club can utilize these steps to help them form a successful Hybrid Open House.

Step 1: Planning & Prep

- **Determine the purpose and goals:** Clearly define the purpose of the open house meeting. Is it to attract new members, showcase club activities, or promote Toastmasters? Identify the goals you want to achieve.
 - **Determine the format:** Decide on the ratio of in-person to virtual attendees based on your club's capacity and members' preferences. Consider the venue's capacity and any local guidelines or restrictions regarding gatherings.
 - **Select a suitable venue:** Choose a venue that can accommodate both in-person attendees and the necessary technology for virtual participation. Ensure it has a stable internet connection, audiovisual equipment, and adequate seating arrangements.
 - **Virtual platform selection:** Select a reliable virtual platform such as Zoom, Microsoft Teams, or Google Meet for online participants. Test the platform to ensure it supports both video and audio streaming.
 - **Promote the event:** Create an invitation and promote the open house through your club's website, social media channels, mailing lists, and other communication channels. Encourage members to invite friends, colleagues, and acquaintances, and clearly specify the option for attending either in-person or virtually.
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- **Plan the agenda:** Develop a balanced agenda that accommodates both in-person and virtual participants. Include a mix of speeches, evaluations, interactive activities, and an overview of the Toastmasters program. Aim for a duration of around 1.5 to 2 hours.
 - **Coordinate speakers and roles:** Assign roles to club members, including speakers, evaluators, and meeting functionaries. Ensure there is a mix of in-person and virtual participants in these roles to engage both audiences.
 - **Include interactive elements:** Incorporate interactive activities that involve both in-person and virtual attendees. This could include impromptu speaking sessions, networking exercises, or Q&A sessions that allow participants to interact regardless of their location.

Step 2: Agenda & Program

Hybrid Open Houses

Step 3: SetUp & Practice

- **Venue setup:** Configure the venue to accommodate both in-person attendees and the necessary technology for virtual participation. Set up a projector or large screen for virtual participants to see the online attendees clearly.
 - **Test audio and video equipment:** Ensure that all technical equipment, such as microphones, speakers, cameras, and projectors, are in working order. Test the audio and video quality in the venue and virtual platform to ensure clear communication.
 - **Display promotional materials:** Set up a table or area to display promotional materials about Toastmasters, such as brochures, flyers, and membership application forms. Include a sign-up sheet for potential attendees to provide their contact information.
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- **Welcome and introductions:** Begin the meeting by warmly welcoming all attendees, both in-person and virtual. Briefly explain the hybrid format and how the meeting will proceed, emphasizing the inclusivity of all participants.
 - **Engaging speeches:** Start with an attention-grabbing speech that highlights the benefits of Toastmasters. Follow it up with prepared speeches from club members, ensuring a mix of in-person and virtual speakers.
 - **Evaluations and feedback:** Assign evaluators to provide constructive feedback to the speakers, both in-person and virtual. Encourage all participants to actively engage in evaluations and maintain a supportive environment.
 - **Interactive activities:** Incorporate interactive activities throughout the meeting to engage all attendees. Use online tools, such as polling or breakout rooms, to facilitate participation and networking among in-person and virtual participants.
 - **Overview of the Toastmasters program:** Allocate a dedicated slot to provide an overview of the Toastmasters program, its educational pathways, leadership opportunities, and benefits of membership. Ensure both in-person and virtual participants can access the presentation or materials.

Step 4: Hosting the Meeting

Hybrid Open Houses

Step 4: Hosting the Meeting cont.

- **Testimonials and success stories:** Include testimonials or success stories from existing club members, both in-person and virtual, to provide social proof and demonstrate the personal growth and benefits of joining Toastmasters.
 - **Q&A session:** Allocate time for a Q&A session where attendees can ask questions about the club, membership, or any other relevant topics. Have experienced members ready to respond and provide insightful answers.
 - **Call to action:** Towards the end of the meeting, clearly communicate the next steps for potential members to join the club. Provide contact information, membership application details, and any upcoming events.
 - **Closing remarks:** Thank the attendees for joining the hybrid open house meeting and express your club's enthusiasm for welcoming new members. Reiterate the benefits of joining Toastmasters and encourage attendees to spread the word about the club to their networks.
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- **Collect contact information:** Ensure you collect the contact information of potential members who attended the open house. This includes their names, email addresses, and phone numbers.
 - **Send follow-up emails:** Within a few days of the open house, send personalized emails to the potential members thanking them for attending and providing additional information about the club. Include details about upcoming meetings and invite them to visit again.
 - **Offer club visits:** Extend invitations for potential members to attend regular club meetings as guests, either in-person or virtually. Provide them with the necessary information to join and experience Toastmasters firsthand.

Step 5: FollowUp & Engage

Hybrid Open Houses

- **Provide support and guidance:** Be available to answer any questions or provide further information to potential members. Offer assistance in navigating the membership application process and guide them through their Toastmasters journey.
- **Maintain communication:** Keep potential members informed about upcoming club activities, workshops, or special events. Regularly communicate with them through email newsletters or other channels to maintain engagement and interest.
- **Remember, hosting a hybrid open house meeting requires careful planning and execution.** Be prepared to adapt to any unexpected situations and ensure a positive and welcoming experience for all attendees, both in-person and virtual.

**Step 5:
FollowUp
& Engage
Cont.**

In-Person Open Houses

A club can utilize these steps to help them form a successful In-Person Open House.

Step 1: Planning & Prep

- **Determine the purpose and goals:** Clearly define the purpose of the open house meeting. Is it to attract new members, showcase club activities, or promote Toastmasters? Identify the goals you want to achieve.
 - **Set a date and time:** Select a date and time that works best for both your club members and potential attendees. Consider the availability of your venue and try to avoid conflicting events.
 - **Choose a suitable venue:** Select a venue that can accommodate the expected number of attendees comfortably. Ensure the venue has appropriate seating arrangements, good acoustics, and necessary audiovisual equipment, if needed.
 - **Promote the event:** Create an attractive invitation and promote the open house through your club's website, social media channels, mailing lists, and other communication channels. Encourage members to invite friends, colleagues, and acquaintances.
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- **Plan the agenda:** Develop a well-structured agenda for the open house meeting. Include a mix of speeches, evaluations, interactive activities, and an overview of the Toastmasters program. Aim for a duration of around 1.5 to 2 hours.
 - **Choose speakers:** Select experienced and engaging speakers from your club to deliver prepared speeches. Choose topics that will captivate the audience and showcase the benefits of Toastmasters.
 - **Interactive elements:** Incorporate interactive activities to engage the attendees. This could include impromptu speaking sessions, icebreaker activities, or Q&A sessions. Encourage potential members to actively participate.

Step 2: Agenda & Program

In-Person Open Houses

Step 3: SetUp & Practice

- **Arrange seating and stage area:** Set up the venue with comfortable seating and a designated stage area for speakers. Ensure the seating allows for clear visibility and engagement with the presenters.
 - **Test audiovisual equipment:** Check the functionality of microphones, speakers, projectors, and any other audiovisual equipment you plan to use. Conduct sound checks to ensure everyone can hear clearly.
 - **Display promotional materials:** Set up a table or area to display promotional materials about Toastmasters, such as brochures, flyers, and membership application forms. Include a sign-up sheet for potential attendees to provide their contact information.
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- **Welcome and introductions:** Begin the meeting by warmly welcoming all attendees. Introduce the Toastmasters club, its purpose, and the agenda for the open house.
 - **Engaging speeches:** Start with an attention-grabbing speech that highlights the benefits of Toastmasters. Follow it up with prepared speeches from club members that showcase the growth and development achieved through the program.
 - **Evaluations and feedback:** Assign experienced evaluators to provide constructive feedback to the speakers. This demonstrates the supportive and nurturing environment of Toastmasters.
 - **Interactive activities:** Incorporate interactive activities throughout the meeting to engage the attendees. This could include impromptu speaking sessions, mini-workshops, or networking exercises. Encourage potential members to actively participate.
 - **Overview of the Toastmasters program:** Allocate a dedicated slot to provide an overview of the Toastmasters program, including the educational pathways, leadership opportunities, and benefits of membership. Use visual aids or handouts to enhance understanding.

Step 4: Hosting the Meeting

In-Person Open Houses

Step 4: Hosting the Meeting cont.

- **Testimonials and success stories:** Include testimonials or success stories from existing club members. This provides social proof and demonstrates the personal growth and benefits of joining Toastmasters.
 - **Q&A session:** Allocate time for a Q&A session where attendees can ask questions about the club, membership, or any other relevant topics. Have experienced members ready to respond and provide insightful answers.
 - **Call to action:** Towards the end of the meeting, clearly communicate the next steps for potential members to join the club. Direct them to the promotional materials table where they can find membership application forms and sign-up sheets. Encourage them to connect with club members and provide contact information for follow-up.
 - **Closing remarks:** Thank the attendees for joining the open house meeting and express your club's enthusiasm for welcoming new members. Reiterate the benefits of joining Toastmasters and encourage attendees to spread the word about the club to their networks.
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- **Collect contact information:** Ensure you collect the contact information of potential members who attended the open house. This includes their names, email addresses, and phone numbers.
 - **Send follow-up emails:** Within a few days of the open house, send personalized emails to the potential members thanking them for attending and providing additional information about the club. Include details about upcoming meetings and invite them to visit again.
 - **Offer club visits:** Extend invitations for potential members to attend regular club meetings as guests. This allows them to experience Toastmasters in action and make an informed decision about joining.

Step 5: FollowUp & Engage

In-Person Open Houses

- **Provide support and guidance:** Be available to answer any questions or provide further information to potential members. Offer assistance in navigating the membership application process and guide them through their Toastmasters journey.
- **Maintain communication:** Keep potential members informed about upcoming club activities, workshops, or special events. Regularly communicate with them through email newsletters or other channels to maintain engagement and interest.
- **Remember, hosting an in-person open house meeting requires careful planning and execution.** Be prepared to adapt to any unexpected situations and ensure a positive and welcoming experience for all attendees.

**Step 5:
FollowUp
& Engage
Cont.**