

# Step by Step: Open House/Booths

- 1) Reserve a location.
  - a. Open houses work best at lodges or a place that the chapter meets regularly.
  - b. If possible, reserve a place in your downtown or a place there is a lot of foot traffic.
  - c. Try and find an already popular location or event and reserve a space there.
- 2) Talk to your other Masonic bodies that may want to join you.
  - a. Jobs Daughters, Rainbow Girls, and Masonic fraternities attract different populations that may end up helping that chapter.
  - b. Coordinate with them to determine space and any resources they may need.
- 3) Choose a date
  - a. Weekends work best as people are out and about more. Work and school keeps people inside.
  - b. The same can be said about summer.
  - c. Choose a date when the most chapter members are available, you will need them to talk to everyone.
- 4) Practice your DeMolay description
  - a. Make sure all your chapter members have answers to the question “what do you guys do?”.
    - i. Have all your chapter members talk about why they like being in DeMolay.
    - ii. Look over the LCC’s and make sure you know your stuff about DeMolay’s history and values.
- 5) Advertise!!!
  - a. If you are advertising your own open house:
    - i. Put out signs as many places you can. Places like supermarkets almost always have a community board.
    - ii. Contact your local newspapers and have them place an ad for you, they are often free or very cheap.
    - iii. Advertise online; Facebook, Twitter, etc.
  - b. If the event is hosted by another group, ask them how you can help advertise.
- 6) Set up your space
  - a. Having small events are always a good idea, think carnival games!
    - i. Charging for your events can seem like a good idea to fundraise. However, you will almost certainly see a drop in attendance. Consider your goals!
    - ii. Give away prizes for winners, things like candy or small collectibles.
    - iii. Consider charging the price of taking a pamphlet about DeMolay.

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- b. An open house offers more chance for one on one interaction with people.
    - i. Set up tables and chairs areas for people to talk to you and your advisers about what DeMolay is.
    - ii. Have a sports event going on throughout the event that people can jump in and out of.
    - iii. If you are in a lodge, give tours.
      - 1. Set up the chapter room and have a member talk about what each station does and what each candle means.
    - iv. Consider having ceremonies going throughout the day
      - 1. Have some members memorize the ceremony of light, rose talk, etc. and have them be performed at certain times.
      - 2. Talk to other groups about performing some of their ceremonies.
  - c. If possible, have a light amount of music playing.
  - d. Consider your audience. People ages 10-13 like very different things than 14- 18.
    - i. Have different events for different people. Have a video game area for the older crowd and carnival games for the younger crowd.
  - e. Have as many pamphlets, petitions, flyers, and business cards as possible.
- 7) Have your event!
- a. This is your chapter's chance to talk to your community, make sure you talk to as many people as possible. Don't be afraid to talk to everyone as they are walking by the location or your area.
  - b. You may not receive a lot of petitions back, but your community will start knowing you are there for them.