

Open House 411

Greetings

Open Houses are a great opportunity to attract new members to CKI. Open Houses should be a fun, relaxed, and educational atmosphere.

Setting up a table in the Student Union or at the Student Activities Fair provides lots of exposure for your club. Note pads, pens, and lanyards are perennial favorites among college students.

Meetings are a great time for freebies. Have CKI Fun Facts and award CKI products as prizes. Maybe have an “Ultimate CKI Trivia Challenge” or “CKI Jeopardy” and give away a registration to a district event or dues for one member.

Yours in Service & Friendship,
Natalie Szemetylo
PR & Membership Development Chair

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First Steps

Choose a Date

- Have a regular club meeting with the returning members the week following the first week of classes
- Host the Open House the following week

Book the Location

- Book Early!
- Every organization wants to host their meetings & open houses at the same time in the beginning of the semester
- Space is a premium



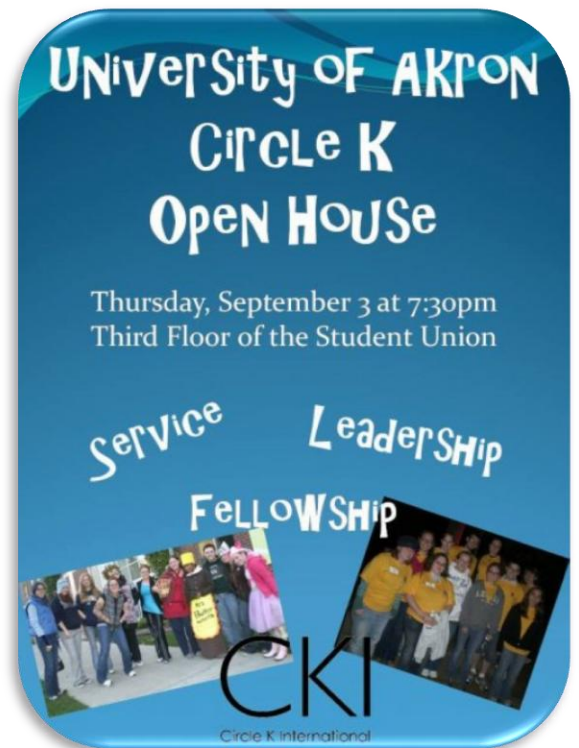
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Promotion, Promotion, Promotion

Now that your club has a date & location, it's time to promote your Open House!

- Book a table for your school activities fair
- Book a table in the Student Union when there's a high traffic period
- Create Flyers
- "Chalking" on the sidewalks
- Make a Facebook Event
- Make a Facebook Promotional Profile Picture for your officers & other members to use
- Talk to people about CKI!

*Check with your University about any rules & regulations



The Event

In order to have a successful Open House, follow these simple guidelines

- As a service organization, highlight service in your Open House
- Have a project ready to go for the upcoming weekend for potential members to sign up for
- Have a small service project for the Open House
 - o Project Linus
 - o Tic Tac Toe Boards for Children's Hospital
 - o Friendship Bracelet Kits
- Have food available
 - o Pizza
 - o Baked goods
 - o Snacks
- Membership Education
- Educate the potential members about the opportunities of service, leadership, & fellowship



Freebies

If a club does not want to spend too much money on freebies, there are options available. Check online for wholesale and discount prices on items. Many items are available at reasonable prices.

Example Items

- Pens
- Sticky Note Pads
- Frisbees
- Highlighters
- Temporary Tattoos
- Bumper Stickers
- Lanyards
- Stress Balls
- Canvas Tote Bags
- Mouse Pads
- Book Lights
- Drawstring Bags
- Silicone Wristbands
- Flashlight Keychains
- Water Bottles
- Pencils
- Magnets
- Carbiner Keychains

Potential Websites & Companies

- www.gopromos.com
- www.qualitylogoproducts.com
- www.staplespromotionalproducts.com

Shop Around for the Best Prices & Products!

Cool Tip! A True Freebie!

- Print FREE Business Cards for Your Club & Its Officers
- www.vistaprint.com

Tips & Ideas for What to Put on Customized Items

- Club's Name
- Any Logos
- Meeting Day & Time
- Club Web Address



Tabling 101

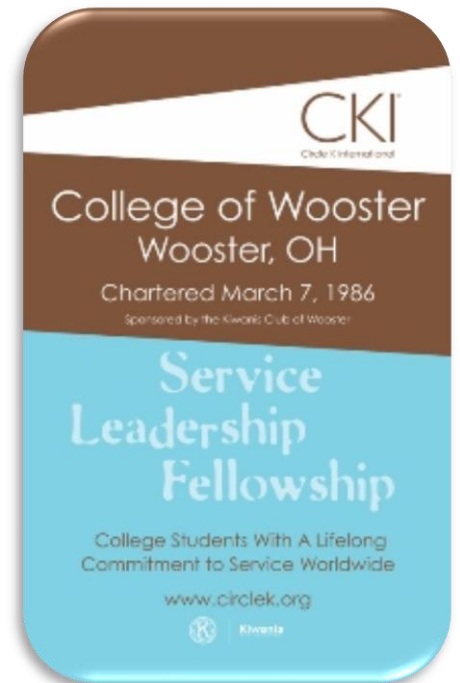
Tabling is a great way to market CKI, from club fairs to just having a table in the Student Union.

Suggestions:

- Have an Eye-catching Table
- Have your Club's Banner on Display
- Use Balloons to Attract Attention
- Have Brochures & Other Information Easily Accessible to Prospective Members
- Have Your Club's Scrapbook Available for Prospective Members to Look at Because it Provides a Great Glimpse into a CKI Experience
- Freebies such as Pens, Magnets, & Pencils Available for Prospective Members

Check out the Kiwanis Family Store for great CKI products:

<http://store.kiwanis.org/c-3-circle-k.aspx>



The Kiwanis Family Store

The Kiwanis Family Store is a great resource for CKI products. They are reasonable in price and a great marketing tool for your club. They have great CKI products such as CKI apparel, office supplies, club education materials, etc. The K-Family Store has also literature available to order such as brochures and posters.

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a Kiwanis-family member
www.circlek.org