

# **Come together at the Grange.....and Join**

## **Effective Steps for an Open House**

Too often we wait for people in our community to come to us and ask to be members rather than us seeking out people in our communities that we think would make good Grangers and asking them to join. We need to change our approach. Some of our members don't know how to ask, are scared to ask or for some other reason feel the request should come from another member. So, let's make this a Subordinate/Community Grange group effort. Not just an advertised traditional open house but send personal invitations to those you would like to join your Grange.

### Steps:

- Set a date 4-6 months (or maybe only 3-4 months) out for the event
- Discuss it at one (or two) meetings and ask members to bring to the next meeting the names and addresses of at least 2 people/families in the community that they think would make good Grangers
- Send out individual invitations to the event
- Discuss and prep members to talk about their Grange

### During the event

- Make sure all guests are welcomed at the door
- Make sure everyone has a name tag – Preprinted if possible
- Spread the Grange members out among the guests
- Have a Granger or 2 be a host at each table if it is an eating event
  - Don't let your guests sit by themselves
- Have applications, business cards, etc. on the table
- Stress that the Grange would love to have them as members
- Make sure before your guests leave to have complete contact information from them, especially if you don't get a membership application from them

### Follow-up

There are studies that show that people need up to 7 contacts in a 60-day period to commit. The first 2 would be the invite and the event. Then follow up with your guests and always end with “we would like to get to know you better, we would love to have you join us” or something similar

- A note saying thanks for coming
- Send a message on Facebook suggesting they join your Grange's page
- An email or text message
- A phone call
- An invite to your Grange's next event
- other