



Kiwanis[®]
PENNSYLVANIA DISTRICT

Hosting a Virtual Open House

April 15, 2021



Sally Young
Kiwaniis Club of BENV (12N)



Today's Objectives

- Define a Virtual Open House
- Organizing a Virtual Open House
- BENV Example
- Where can I find more information?
- Open Discussion/Questions





slido

My Club has held meetings and/or events virtually since Covid-19 pandemic began.

 Start presenting to display the poll results on this slide.



slido

My club has hosted an in-house Open House prior to Covid-19?

 Start presenting to display the poll results on this slide.

What is an Open House?

- Meet & Greet
- Fellowship
- Community Input/Involvement
- Showcase Your Club
- Sell Your Club



Advantages of Going Virtual

- Quick & Easy Planning & Prep
- Venue is Secured and.....FREE!
- Lessened Time Commitment for All
- Availability of Speakers
- Controlled Audiences
- Record & Archive



The Four Components

- Welcoming
- Informative
- Engaging
- Fun



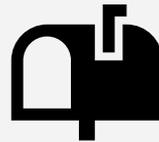
Step 1: Prepare

- Project lead/Committee
- Secure Your Key Speakers/Project
- Attendance Coordination
- Virtual Platform Logistics
- Program/Agenda
- Promotion/Public Relations
- Plan for Follow-up



Step 2: Invite

- Prospect List – Personal Invites
- Social Media and other PR





Step 3: Execution

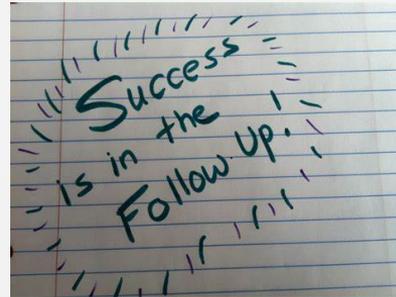
- MC/Moderator/Greeter
- Welcome
- Community Key Note Speaker
- Kiwanis Key Note Speaker
- Club Impact in the Community
- Recruitment
- Q&A/Discussion
- Conclusion/Close



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Step 4: The follow-up

- Contact information.
- Additional information about your club.
- Electronic copies of items referenced, shared, discussed.
- Thank you card/note.



Program Example



BENV Agenda

Kiwanis Club of Bald Eagle and Nittany Valleys Community Open House	
Tuesday, June 24, 2020 6pm via Zoom	
<i>Featuring</i> Joe Battista, Professional Speaker, Coach, Author Cathy Szymanski, Kiwanis International Trustee Topic: Resiliency & Endurance: Serving Our Community	
<i>Welcome and Introductions</i>	<i>Matthew Wise, Moderator, Region 4 Trustee, and BENV Board Member Rusty Council, BENV President</i>
<i>Community Key Note Speaker</i>	<i>Joe Battista</i>
<i>Kiwanis Key Note Speaker</i>	<i>Cathy Szymanski</i>
<i>Kiwanis of BENV Community Impact</i>	<i>Sally Young, BENV Secretary/Membership Chair</i>
<i>Membership & Recruitment</i>	<i>Penny Meyers, Lt. Governor PA Kiwanis, Division 12N/BENV President-Elect</i>
<i>Q&A, Discussion</i>	<i>Matt Wise, Moderator</i>
<i>Conclusion</i>	<i>Matt Wise, Moderator</i>

Step 5: Post-Promotion

- Thank Your Speakers Publicly
- Thank Your Attendees
- Share Recorded Video
- Committee Analysis



Example

[Resiliency and Endurance: Serving our Community \(June 24, 2020\) on Vimeo](#)



Kiwanis
BALD EAGLE AND NITTANY VALLEYS

Community Open House

**RESILIENCY AND ENDURANCE:
SERVING OUR COMMUNITY**

Featuring:

Joe Battista	Cathy Szymanski
	
<i>Professional Speaker, former 7-time National Champion Penn State Hockey Coach, and author of "Pragmatic Passion"</i>	<i>Kiwanis International Trustee, member of the Kiwanis Clubs of Erie, Summit Township, and PA eKiwanis 2.0, and past PA District Governor</i>

Wednesday, June 24, 2020 - 6:00pm

To register: <https://forms.gle/JGKy6npiH8aq3vobA>



Kiwanis

Finding More Information

- [Kiwanis.org](https://www.kiwanis.org) is full of Tools & Resources
- [Canva.com](https://www.canva.com) (flyer and graphics editor)
- [Zoom.com](https://www.zoom.com)
- District Membership Committee
- Regional Trustees/Lt Governors



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Open Discussion

Sally Young
Kiwanis Club of BENV
www.kiwanisofbenv.org
sallygyoung@hotmail.com
570-295-7213



Next session

April 22 at 7 pm

Membership Success Story

Presenter:

Miranda Burton, Kiwanis Club of Philipsburg

Learn how the Kiwanis Club of Philipsburg strengthen their club successfully utilizing the Kiwanis tools and resources. This is a great success story that can translate to all clubs looking for proven experience in boosting your club for the future!

