

Roundtable Membership Moment

Five Steps for an Open House

Open houses are a great way to attract new members to troops, crews, and ships. They all follow basically the same format, with a message tailored to the specific unit. We will use a troop open house as an example.

There are five steps to a successful open house:

1. **School rally.** Present a fun rally to 5th and 6th graders. With the school administration's consent, plan an interactive demonstration of a Scouting activity and distribute a high-adventure interest survey to the students. Alternatively, ask the school to distribute the surveys.
2. **Send the parents of interested youth a personal invitation to the troop open house.** Follow up on the contacts you made at the school rally by inviting the parents and their children to an open house.
3. **Follow up with a call.** Ask if any of the family members have a Scouting background and answer any questions they may have.
4. **Host a troop open house for the youth and their parents.** Have an agenda and the troop's calendar available. Ensure the Scouts have fun, and their parents get their questions answered. Provide refreshments. Scouts can make the refreshments!
5. **Organize an activity to involve new Scouts right away.** This is the key to keeping the new scouts in the program. Train them in some basic skills before you go and get them into the open and make sure they have fun!



More information is available at:

www.scouting.org/programs/scouts-bsa/troop-resources/recruitment-marketing/open-house/

