



## Membership Recruiting Event Checklist

Deadline	Task / Action Step	Lead	Resource Need Notes	Status Updates
5 – 8 Weeks prior to open house	Obtain commitment by club for membership recruiting event.			
5 – 8 Weeks prior to open house	Perform base research about club status, and community needs			
5 – 8 Weeks prior to open house	Set objectives for membership recruiting event (open house)			
5 weeks prior	Set Event Planning Team (ld lead roles)			
4 weeks prior	Choose date and time			
4 weeks prior	Choose location			
4 weeks prior	Establish budget			
4 weeks prior	Choose theme			
4 weeks prior	Set club member roles (planning, event, follow-up)			
4 weeks prior	Develop prospect guest list			
4 weeks prior	Create invitations, fliers, news release and social media / online content, etc.			
4 weeks prior	Plan agenda, program, speakers (extend invites to speak), event materials (brochures or fact cards, Lions projects and service project info applications, pens, registration form, etc.)			
4 weeks prior	Plan refreshments (obtain quotes, determine vendor, etc.)			
4 weeks prior	Plan event setup needs (physical layout, AV, tables, chairs, podium, etc.)			
4 weeks prior	Plan event staffing needs			
4 weeks prior	Plan event cleanup needs			
3 weeks prior	Mail invitations; post on social media, distribute news releases and fliers, post online and social media			
2 weeks prior	Place final refreshment order			

2 weeks prior	Exhibits, event signage, handouts, etc. created.			
2 weeks prior	Extend personal invitations; offer rides, as needed			
1 week prior	New posting invite on social media			
1 week prior	Print name tags of club attendees, known guests			
1 week prior	Verify events materials in hand and who is bringing to event (exhibits, welcome table, brochures / fact cards, Lions projects and service project info, giveaways, nametags, registration forms, etc.)			
1 week prior	Verify speaker participation; club member event assignments, arrival times			
3 – 5 days prior	Call prospective members known to have expressed interest in attending			
2 days prior	Verify order / delivery refreshments, AV setup			
Day of event / 2 hours prior	Focus on hospitality / welcome environment; physical setup complete.			
Day of event / 1 hour prior	Event staffing in place ready for early arrivals			
Day of post event	Social media posting			
2 days post event	Thank you notes sent to program participants / staffing			
2 days post event	Follow-up notes / calls to guests sent with invite to next meeting / service project			
2 weeks post event	Member / event planning team evaluation complete			