

## DUP Outreach Open House Idea

Even strangers can become friends in minutes while waiting in a checkout line. Bringing people together provides an opportunity for connection for which there is no substitute. After exhausting all efforts to reactivate and recruit in the Arizona White Mountains, a new tactic had to be discovered and tried. The key: an open house.

### STEPS

1. Identify target area
2. Locate venue
3. Establish date (2 months out; respecting holidays & school district breaks)
4. Gather names and all contact information, mailing addresses & phone numbers: (Utilize ISDUP Membership Department for inactives, Members-at-Large. If without a mailing address, text a personal note with screenshot invitation attachment.
5. Design invitations (welcoming, informative, polished). Provide an extra invitation encouraging them to share with family or friends.
6. Mail early (4-6 weeks out allows letters returned to be re-sent, recipients to respond, enthusiasts to advertise if they so choose, online, local newsletter, grocery stores, church)
7. Meeting itself (If possible, outdoor large sign to help direct to location)
  - a. Entry table to receive guests, supply markers, large adhesive name tags
  - b. Circulate clip board (to record full name, mailing address, phone#, degree of interest)
  - c. AGENDA
    - Welcome, introduce
    - Define objectives of meeting and DUP
    - Sing fun pioneer duet and sing along
    - Brief History of DUP in the area
    - “Stretching Exercise”
      - (Raise hands in answer to key questions concerning involvement & interest)
      - “Relatives Around Me” Activity w/cell phone app
    - MEMORY BOARD – verbally/visually teaching DUP objectives, structure, goals, mechanics, highlights, goals of DUP
    - Q & A
8. Luncheon
9. Give-Away Table: membership applications, DUP coloring books, pioneer games, *Legacy* issues, DUP notepads, etc.
10. Farewell bags of honey-taffy tagged with “Thank you for Coming”