

MISSION CONTROL

OPEN HOUSE vs. MEMBERSHIP DRIVE

Two approaches. One purpose: growing membership.

Both an Open House and a Membership Drive are membership-recruitment events. The difference is how prospective members experience the Lodge and how the event is structured.

WELCOME → CONNECT → SHARE THE ELKS STORY → INVITE THEM TO JOIN

	OPEN HOUSE	MEMBERSHIP DRIVE
Recruitment Approach	Recruitment through education and discovery.	Recruitment through fellowship and experience.
Primary Focus	Show prospective members our programs, charitable work, community impact, Lodge activities and opportunities to get involved.	Let prospective members experience Lodge fellowship and activities while intentionally introducing them to membership and the Elks story.
Event Style	More structured: greeters, program displays, Lodge tours, membership conversations and a clear opportunity to apply.	More socially focused: food, activities, entertainment and fellowship can play a larger role, while recruitment remains central to the event.
Membership Recruitment	Membership representatives, applications and next steps should be ready. Interested guests should be personally invited to join.	Membership information and applications should be readily available. Members should engage prospective members, talk about the Elks and actively invite them to join.
Alcohol	No alcohol may be sold, served, possessed or consumed in areas open to the general public.	A Washington licensed private club may give or sell club liquor to people attending as part of membership-drive activities, subject to Washington private-club rules.
Advertising	Promote the event as an Open House and clearly invite prospective members to come learn about the Lodge.	When using Washington's public membership-function provision, the event MUST be advertised as a Membership Drive.
Goal	Invite them to join.	Invite them to join.

The Important Distinction

A Membership Drive is a recruitment event - not an opportunity to open the Lodge to the public for a party.

Fellowship, food, entertainment and alcohol may be part of the experience at a Membership Drive, but the purpose of the event remains introducing prospective members to the Elks, building relationships, sharing what the Lodge has to offer and inviting them to become members.

Think of Them This Way

OPEN HOUSE — SHOW THEM WHAT WE DO

Recruit through programs, purpose, community impact and opportunities to get involved.

MEMBERSHIP DRIVE — LET THEM EXPERIENCE BELONGING

Recruit through fellowship and relationships while sharing the Elks story and actively inviting prospective members to join.

Washington Private-Club Alcohol Rules

A Washington licensed private club may hold a public membership function where club liquor may be given or sold as part of membership-drive activities. **The function must be advertised as a Membership Drive.**

Washington rules allow two membership-drive days per calendar quarter. There must generally be at least seven days between membership events. One membership drive may be held on two consecutive days once per calendar year.

Always notify and confirm current Washington State Liquor and Cannabis Board requirements before advertising or conducting your event.

BOTH EVENTS HAVE THE SAME PURPOSE: BUILD RELATIONSHIPS AND GROW MEMBERSHIP.