Grand Opening Events
Concept Itemization

Business and Goals Review

- How will this Event increase Business Relationships (or donors)?
- What to I plan to accomplish through this event? (itemize your answers)
- What are my goals for the day of the event? (Product Driven.)
- How will you follow up with event attendees?
- How will you measure you events success?

Grand Opening Plan – The Benefits!

When considering a grand opening, several factors should be considered:

1. **Announcements:** direct mail and letters to the community announcement as well as a script for the pre opening tours, and grand opening
2. **Branding:** Publicity, to increase volume, and increase your door support/gain new support
3. **New Business:** Obtain political support/alignment.
4. **Retention:** Retain existing donors and supporters through appreciation.
5. **Growth:** Gain additional community support

PROPOSALS

I. Pre-Opening Announcement Advertising: *Simple* Publicity and Direct mail. This is a unique opportunity to grow and make an impression.

II. Donor Base Announcement and Custom Invitation
- Invite Businesses and Vendors
- Develop alternative attendance campaign, "plant a tree, buy a computer"

III. Private Tour and High End Soirée

IV. Children and Family Day with Press
- **Legacy:** Grand Opening photo to hang on interior of building

V. Extend the Life of Opening: into Seasons and New Needs
- Fundraise for "custom" needs in 1st year, computers, furniture, books for "new students"