

OPEN HOUSE Timeline

As is true with any event, the earlier the planning begins, the more likely the event is to succeed. The following timeline includes important dates and a checklist of critical elements for the success of this event.

Wherever a flyer, email, or script is mentioned, a sample of it is available by clicking on the link. **Following this timeline has been proven to yield excellent results.**

4 weeks before the event:

- Choose a date, time, and location: _____
- Create and print a flyer advertising the event. Click [HERE](#) to view templates of flyers for your use.
- The rav should decide whether he wants to use the HHCP or the HMD
- HHCP HMD
- [Contact NASCK](#) to request the number of EMES cards you will need.

3 weeks before the event:

- Distribute the flyer announcing the event.
- Publish a [BLURB](#) about the event in the shul newsletter. The blurb will continue to appear in the newsletter until the event.
- Place an ad in a local paper to attract even more participants.

2 weeks before the event:

- Send out the [FIRST EMAIL](#).
- Re-publish the [BLURB](#) about the event in the shul newsletter.
- Recruit volunteers to serve as witnesses (and notaries, if required).

1 week before the event:

- Re-publish the [BLURB](#) about the event in the shul newsletter.
- Shabbos morning:
 1. The rav [SPEAKS](#) about the importance of having a halachic living will during his drashah.
 2. The person who makes the announcements follows this [SCRIPT](#).
- An hour after havdalah:
Send out the [POST-DRASHAH EMAIL](#).

1 day before the event:

- Send out the [REMINDER EMAIL](#).
- Print out enough halachic living will forms.
- Get an ample supply of pens.
- Make sure enough tables and chairs are set up.

The day of the event:

- Have a stack of forms, pens and, if desired, NASCK return envelopes by the door.

The day after the event:

- Send out the [POST-EVENT EMAIL](#).