



UNICO Heritage Night Program

Result:

Get "motivated" new members!

- The idea is to develop new members by getting them to embrace their Italian heritage.
- You are going to provide a community event at little or no charge where attendees will be entertained and informed.
- Combine the desire to preserve heritage with the benefits of joining UNICO.
- Show them how UNICO is the service organization to join!





UNICO Heritage Night Program

UNICO National Can Help!!



- The National Office and the Membership & Retention Director will be available to guide and serve as liaisons between the chapter and National
- The National office will donate the printing expenses for 1000 postcards (using the established template) and guide you in setup and procurement
- The National office will provide applications, literature, and copies of ComUNICO for display and giveaway
- The National office will lend the chapter a trade show banner and heritage posters
- The Membership & Retention Director will solicit National officers to attend/speak at your event
- Chapters will be eligible for some reimbursement at the end of the fiscal year based on an established formula



UNICO Heritage Night Program

Program Overview

- Pick a date that will give you enough time to properly plan
- Choose a Venue, like a church or school hall, where you will have undivided attention
- Identify Attendees by advertising
- Develop and Acquire Marketing Materials: Flyers, Postcards, National Brochures
- Conduct planning meetings
- Execute Plan!
- Follow-up, Follow-through, CLOSE!





UNICO Heritage Night Program

Step 1: Formulate your Plan

- Pick the Date
- Secure the Venue
- Give Yourself two months to Prepare
- Organize a Committee
- Schedule a Timeline for the event





UNICO Heritage Night Program

Step 2: Identify Attendees

- Use the “Personal Touch”
- Reach out to local Businesses and Organizations
- Advertise in Church Bulletins, Free Newspapers
- Social Media: Facebook, Twitter





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Step 3: Develop Marketing Materials

- Press Releases
- Flyers
- Posters
- Mailings

You're Invited !!!



“Re-Discover your Italian Heritage”

Sunday
September 17, 2017
2 to 5 pm
Little Falls
Civic Center
19 Warren Street
Little Falls, NJ

Passaic Valley UNICO
Open House and Italian Heritage Reception
Tasting, Italian Lesson, Demos, Cultural Info
... and the opportunity to join UNICO !!

You are cordially invited to attend an Open House and Italian Heritage Reception Sponsored by Passaic Valley UNICO on Sunday, September 17th from 2 to 5 PM At the Little Falls Civic center 19 Warren Street, Little Falls

Come and join your neighbors and friends of Italian Heritage for an afternoon of enjoyment with Italian Food Tastings, Demonstrations, and Italian Language Lesson, Cultural Info and other features as well as the opportunity to join UNICO !

This special afternoon is at no cost but attendance is limited
Please RSVP to 973-271-9314 or to PassaicValleyUNICO@gmail.com by September 1st

Passaic Valley UNICO is a chapter of UNICO National, the nation's largest Italian American Service Organization
We support scholarships, charities and our Passaic Valley local communities



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Step 3a: Heritage Night Post Cards

- Consider sending Quality Glossy Post Card to be distributed by members

(National will pay for printing of 1000 if you use the standard office template below)



<p>From: UNICO National 271 Route 46 West Fairfield, NJ 07004</p> <p>Dear Friend:</p> <p>You are cordially invited to an Open House & Italian Heritage Reception sponsored by UNICO National on Nov. 12, 2017 from 2-5 PM at the National Office, 271 Rt 46 West, Fairfield, NJ 07004</p> <p>Come and join men and woman of Italian Heritage for an afternoon of enjoyment, with Italian Food Tastings, Demos, an Italian Language lesson, Cultural Info and more, as well as the opportunity to join UNICO!</p> <p>This special event is at no cost but attendance is limited. RSVP to 973-808-0035 or Email to: UNICONational@UNICOor</p> <p>UNICO National is the nation's largest Italian American Service Organization supporting scholarships, charities and the local community</p>	<p>TO:</p> <div style="border: 1px solid black; height: 100px; width: 100%;"></div>
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Step 4: Suggested Event Details

- Italian Books, Posters, Souvenirs
- Traditional Italian Food, Desserts, or Demos
- Authentic Clothing
- Italian Music
- Italian Vendors with samples
- Speakers: What it means to be an Italian American
- UNICO Video
- UNICO Literature and APPLICATIONS!





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Step 5: Execute Plan

■ Assign Member Volunteers

- *Room Set Up/Clean Up*
- *Welcome/Sign-In Station*
- *Display Attendants*
- *Emcee/Host*



■ Confirm Site, Vendors & Attendees

■ Prepare Agenda





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Step 5a: Suggested Agenda

- **Arrival:** Welcome, register & browse
- **Program:** Emcee provide overview of UNICO, introduce Members, Entertainment, Speakers, Video, etc.
- **Socialize:** Dessert & Coffee
- **Closing:** Provide applications, hold drawing to collect names and contact information





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Step 6: Follow-Up

- Make personal phone calls/emails to attendees thanking them for attending
- Invite attendees to a UNICO meeting
- Encourage them to spread the word to their friends & family





UNICO Heritage Night Program

Don't Forget!

- Plan accordingly – give your Chapter/District enough time to execute the plan correctly
- Make sure to contact the National Office for assistance before, during & after your event
- The National Office will contact the appropriate National Officers to assist

