



GRAND OPENING CHECKLIST



Welcome to the Grand Opening Checklist for your new residential assisted living home!

Congratulations on embarking on this meaningful journey of providing care and support to seniors in your community. Opening a new assisted living home is an exciting endeavor, but it also comes with numerous responsibilities and details to consider. Our comprehensive checklist is designed to assist you throughout this process, ensuring that no detail slips through the cracks and that you have a clear road map to follow. With this checklist, we aim to streamline the process and help you set clear goals and objectives, making your grand opening as smooth and successful as possible.

From obtaining the necessary licenses and permits to hiring an event staff, our checklist covers all the essential steps involved in celebrating the opening of your new home. We understand that the success of your home is built on providing compassionate care and maintaining a nurturing environment for your residents and a grand opening celebration is the perfect way to set the tone for the care you intend to provide to your residents.

As you embark on this new venture, remember that you are not alone. Our team is here to support you every step of the way. With careful planning and attention to detail, your grand opening will mark the beginning of a rewarding journey, providing a safe and comfortable haven for seniors to call home.



Created by **Heather Self**,
Owner of New Hope Senior Living
and RALA Support Coach

1. Determine Goals & Objectives:

- ☐ Define the purpose of the grand opening and open house.
- ☐ Set clear goals and objectives you want to achieve through the event.

PRO TIP: Market this event as a Grand Opening & Open House—It will let the community know to come join in the festivities!

2. Set a Date & Time:

- ☐ Select a suitable date and time for the grand opening and open house.
- ☐ Consider factors such as local events, holidays, and the availability of target attendees.

PRO TIP: You don't have to wait until you know the exact date to start marketing this event! Announce it as "Coming this Fall" then "Coming in August" and when you have the exact date, market that at least two weeks before the event!

3. Create an Event Planning Team:

- ☐ Assemble a team responsible for coordinating and executing the grand opening and open house.
- ☐ Assign specific roles and responsibilities to team members.

PRO TIP: As the owner, clearly establish your role in the event and execute. Stay focused on the big picture and make sure you have a team ready to do everything else!

4. Secure Necessary Permits & Licenses:

- ☐ Check local regulations and obtain any required permits or licenses for hosting the event.

PRO TIP: Be sure to get your local Chamber of Commerce involved for an official ribbon cutting ceremony!

5. Develop a Marketing Plan:

- ☐ Create a comprehensive marketing plan to promote the grand opening /open house.
- ☐ Utilize various channels such as social media, local advertisements, direct mail, and email marketing.

PRO TIP: Offer VIP invites to potential referral partners, print a QR Code for RSVPs, and attach it to a special gift (I like to use baked goods from a local baker) then hand deliver it! This builds rapport and makes them feel special.

6. Design Invites & Promo Materials:

- ☐ Design appealing invitations and promotional materials that align with your brand.
- ☐ Include event details, RSVP information, and a compelling call-to-action.

PRO TIP: Create an electronic invitation to send through by email and to post on your Social Media. Be sure to automate the RSVPs to save time!

7. Prepare the Venue:

- ☐ Ensure the residential assisted living home is clean, well maintained, and presentable.
- ☐ Decorate the venue to create an inviting and welcoming atmosphere.

PRO TIP: Make sure you have all the senses covered! This will ensure an inviting space to welcome your guest into.

8. Plan Activities & Program:

- ☐ Develop a schedule of events for the grand opening and open house.
- ☐ Include guided tours, informational sessions, entertainment, and interactive activities.

PRO TIP: Pay attention to what strikes the most interest and use that information to perfect your ongoing resident tours!

9. Arrange for Catering & Refreshments:

- ☐ Coordinate with a catering service to provide food and beverages for the event.
- ☐ Consider dietary restrictions and preferences of potential attendees.

PRO TIP: Grazing tables are always a big hit!

10. Staffing & Training:

- ☐ Determine the number of staff members needed to handle the event.
- ☐ Train staff members on providing excellent customer service and addressing attendees' inquiries.

PRO TIP: If you have kids, let them get involved! They make excellent Greeters! Have them pass out swag bags etc... People love to see families working together!

11. Set up Registration & Check-in:

- ☐ Create a streamlined registration and check-in process for attendees.
- ☐ Have a designated area with staff members to welcome and guide guests.

PRO TIP: Make sure the sign-in captures contact info so you can follow-up with them!

12. Prepare Promo Items & Giveaways:

- ☐ Order promotional items such as branded pens, notepads, or key-chains to distribute to attendees.
- ☐ Prepare giveaways or raffle prizes to generate excitement and engagement.

PRO TIP: Include some of these items in your swag-bag! If you wrote a book or participated in any media regarding your passion for RAL, share it!

13. Arrange for Parking & Transportation:

- ☐ Ensure there is sufficient parking available for attendees.
- ☐ Provide transportation options if necessary, such as shuttle services or designated drop-off areas.

PRO TIP: If you have limited parking you can set up different times for your event. Example: Ribbon Cutting 1pm, Open House 2-4pm VIP cocktail reception 4-5pm!

14. Test Audio-Visual Equipment:

- ☐ Check and test audio-visual equipment, including microphones, speakers, projectors, and screens.
- ☐ Ensure everything is in working order for presentations or videos.

PRO TIP: If you have pictures or video of the construction process, put together a slideshow and play it on the TV!

15. Set up Registration & Check-in:

- ☐ Create a streamlined registration and check-in process for attendees.
- ☐ Have a designated area with staff members to welcome and guide guests.

PRO TIP: Make sure the sign-in captures contact info so you can follow-up with them!

16. Conduct a Rehearsal Run-Through:

- ☐ Conduct a final run-through of the event program with staff members and presenters.
- ☐ Address any logistical or timing issues and ensure everyone is prepared.

PRO TIP: Remember to stay firm with your goal, but flexible on how you get there! Trust your team & be open to ideas!

17. Promote the Event:

- ☐ Utilize your marketing channels to promote the grand opening and open house leading up to the event.
- ☐ Generate excitement through social media, email marketing, press releases, and local partnerships.

PRO TIP: Share your passion about RAL and the community will take notice!

18. Execute the Grand Opening:

- ☐ On the day of the event, ensure all preparations are in place.
- ☐ Monitor the event flow, engage with attendees, and address any issues that arise.

PRO TIP: Enjoy this special time, you have worked so hard for this moment! Remember to HAVE FUN!



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