




How to effectively Market and Grow the membership of your club.

Guidelines for VPPR and VPM to proactively market your Toastmasters Club.

1. **Referrals.** 80% of all guests that enter a Toastmasters Club do so because of a referral (or someone they know), so let's make it easier for our members to make referrals.

Create quality invitation cards to hand out to:

- a. friends and associates.

 Bay Harbour Toastmasters Are you: <ul style="list-style-type: none">• looking to develop speaking and/or leadership skills?• ace a Job Interview?• wishing to ignite your career?• seeking personal growth? <p>Please join us at our next meeting.</p> <p>With Toastmasters you can grow your potential and BUILD A BETTER YOU</p>	<p>Please contact:</p> <hr/> <hr/> <p>Phone:</p> <hr/> <p>Our meetings held 2nd & 4th Wednesdays of each month. Lyttelton Community Boardroom 25 Canterbury Street, Lyttelton 6.30-8pm</p>
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[Click this to access the business card.](#) *Ensure you get authorisation from branding@toastmasters.org before using this card.*

- b. Take a card to every office in your building, put a card in the elevator inviting people, put a sign outside your door. Talk to the receptionist and ask to put your card or a flyer on their noticeboard. Keep reminding people that your club is there and ready, for when they are ready. A wide range of fliers are available via <https://www.toastmasters.org/resources/resource-library?c=%7b6DD70468-7F9D-4D9C-92CC-7CD0C7CAD75A%7d&page=4>.

2. Put on a **special meeting** and invite guests. Host a “Contest night” – invite people to make an audience for the contests (people like this as they feel safe they won’t get a table topic); bring in an outside speaker, invite your District speech contest winners or placegetters; run a themed meeting on how to introduce speakers, how to evaluate others, how to give impromptu speeches, effective PowerPoint presentations, how to create and deliver an elevator pitch, how to create a speech, how to handle a question-and-answer session. If you are online host a meeting showing people how to run effective online meetings. The options for themed meetings are only limited by your imagination.
3. Hold **demonstration/open meetings** and promote the event on Facebook etc. During this meeting have a range of speakers, from an Icebreaker to an experienced speaker, so guests can relate to either speaker. Create urgency by holding an event that they want to visit – it is far more effective than a general open-ended invite for any meeting.
4. **Speechcraft** – run a course and invite the people to join your club at the graduation to continue their learning journey. Plus running it counts towards your DTM award,
5. You need a **website**, because there are some people that the first thing they do when they hear about you is Google you, and if you do not have a website then they will go elsewhere. Please ensure that your clubs contact information is up to date on your website AND on the Toastmasters International website.
6. Speak to outside organizations, Rotary, Lions, Zonta, and other networking organizations. The more groups you can talk to the better.

Club Experience

Now that you have utilized all the promotional ideas above, the question remains; would you join your club after your last meeting? If the answer is no, then why would you expect a guest to join?

Always have exceptional Club meetings – and accept nothing less. We only get one chance to create a positive first impression and if your club experience is not good enough, they will walk away and sadly they will never try another club. Your club experience needs to be so good that guests ask how to join; out of a fear of missing out.

Factors to improve your club experience:

- 1) **Venue:** can your room be easily found? Is it a professional setting, yet warm and inviting? One of the times when I was a Club Coach, the first thing we did was change venues because the existing venue was dark and morbid. Do you have a branded professional sign outside so people can find you? Do you have room to grow? I have seen clubs where their membership fitted the room, but the moment they went to a bigger venue the membership rapidly expanded.

- 2) **Welcoming:** Are guests welcomed at the door? Are they personally asked/made to speak on their first visit? (Have them introduce themselves). They came to learn to speak, you do not learn by watching, you learn by doing! If they struggle with Table Topics, it just reinforces that they need our service.
- 3) **Enjoyable:** Are your meetings fun? As Ralph Smedley said, “We learn best in moments of enjoyment”. You want your members to leave your meeting thinking.. “that was the best 1½ hours of my week!”
- 4) **Timeliness:** Meetings must start, run and end on time – critical.
- 5) **Pathways Speeches:** All your speeches must be Pathways speeches – long term members must lead by example, otherwise newer members feel that they don’t need to do project speeches either.
- 6) **Evaluations** must be positive, beneficial, and supportive and based on the speech objectives. Not whitewashes, but helpful evaluations. At another club where I was Club Coach the first thing we did was to improve the quality of the evaluations – the club is now thriving.

PLEASE REMEMBER:

Growing your Club is not a “one-off” activity. It needs to be constant process with targets set along the way to ensure continual growth.