



Ways VPs/Membership Can Partner with VPs/PR to Build and Retain Membership

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Note: Plenty of additional membership-building activities are possible; these are projects that especially lend themselves to VPM/VPPR partnerships.

Track how guests heard of the club. It's important to ask every guest how he/she heard of Toastmasters/the local club so VPM and VPPR know which efforts are working.

Set a goal ... such as one new member monthly.

Collaborate on guest/new-member packets. VPPR can take lead role in compiling/creating items for packets; VPM handles distributing to guests.

Collaborate on guest/new-member Web page on club site.

Encourage and initiate special events, especially Open House.

Special events (as opposed to regular meetings) are the newsworthy items that the media will often publicize at no cost. Clubs should consider an Open House at least annually. Other ideas for special events include:

- Speech contests
- Speechcraft
- Guest speakers
- Lunch and Learn sessions for local businesses
- Leadership Workshops
- Give award to community leader/communicator
- Communication Workshops
- Youth Leadership Programs
- Showings of the movie *Speak*

Face-to-Face invitations/testimonials. VPPR can make up a testimonial brochure for each member using template at http://www.d6tm.org/sites/default/files/Toastmaster_Testimonial_Tract_Template_0.docx. VPM can distribute to members and encourage them to give them out while inviting prospective guests to visit.

Employer Outreach

- VPPR writes and sends introductory letter to HR directors at large local employers.
- VPM follows up with phone call and schedules very short (15-20 minute) meeting with employer
- VPM and possibly VPPR or other member attend employer meeting and take info packet

Communications Calendar/Monthly flier initiative:

VPPR develops calendar with themed fliers for each month, prints and "packages" fliers (with tacks and suggestions for where to post) VPM distributes fliers to members and encourages them to post. Also, non-tearoff version for places with literature racks, like libraries, Chamber.

Speak to community service organizations. VPPR and VPM can tag team at presentations to groups like Rotary, Kiwanis, WorkSource, Chamber. Also retirement homes.

Visit local college(s). VPPR and VPM can call on college administrators (especially career office), communication professors, and business professors and leave literature.

Toastmasters "elevator speech." VPPR and VPM can encourage and train members to have 30-second "speech" ready to describe Toastmasters to people they meet. Some resources:
http://www.d6tm.org/sites/default/files/presentations/YourToastmastersElevatorSpeech_BobPadzieski.pdf
http://www.expressionsofexcellence.com/ARTICLES/elevator_speech_tutorial_article.pdf

Sample from Brand Manual: Toastmasters offers the skills that help you to succeed in life including communication skills, leadership skills, interpersonal skills, time-management skills, increased self-confidence, social skills and improved emotional intelligence.

Brainstorm list for mailed invitations. VPM and VPPR can collaborate on a contact list of people who could receive mailed invitations to visit a meeting. *Examples:* Former members, former guests, college professors and personnel, small-business owners, etc. Also ask members for suggested people. Mail in colorful envelopes with attention-getting stickers (e.g., "Please join us." "We miss you."). Choose a strategic time for sending out invitations.

Resources

[27 Free or Low Cost Ways to Promote Your Toastmasters Club](http://ow.ly/cRXfz)
<http://ow.ly/cRXfz>

[Membership Building Ideas - District 55 Toastmasters](http://tmd55.org/marketing/MembershipBuildingIdeas.pdf)
<http://tmd55.org/marketing/MembershipBuildingIdeas.pdf>

