

Best Practices in a Business Awareness Campaign

- Decide if this will be an ongoing campaign with no special night, or whether you are targeting a special guest night.
- Develop a list of businesses and organizations in your community. See if the Chamber of Commerce will provide a list, as a starting point. Watch for new arrivals in town through local business magazines or newspapers.
- Select only as many companies as your club can effectively accommodate. If necessary, have more than one special guest night, allowing guests to more fully participate in the program.
- Determine which of your members have friends in, or do business with, each business or organization. Assign them to make contact.
- For those members contacting companies for the first time, the personnel manager, training director, or public relations manager are excellent starting points. Occasionally, lists of businesses furnished by chambers of commerce include the names of key persons, in which case you can make your contact using their names.
- The member sends a letter to the contact (See the MEMBERSHIP GROWTH manual for an example, downloadable from the TI website). A few days after mailing the letter, the member should call the contact and make an appointment.
- During the appointment, explain how the Toastmasters program can help the organization. Use the Features, Benefits and Value chart as a supplemental tool.
- Some clubs like to invite the contact to visit the club and experience the program in action.
- Following the meeting, send a second letter to all the contacts, acknowledging their attendance and requesting their cooperation to refer and encourage employees to become new members of your club.
- Be sure to emphasize to your members the importance of attending and participating in these meetings. You want to demonstrate to your guests excellence achieved by a well-organized and complete club program.
- Toastimonials: Have members who are employees of the same companies as your guests talk about the successes enjoyed because of Toastmasters.