

Best Practices in Membership Contests

- Have a real contest, with prizes that members will want to win.
- Track progress on the contest weekly and hype it at meetings.
- Have a welcome packet ready for any guest who visits your club.
- Always ask the visitor what they thought of your meeting at the end of their visit.
- Ask visitors to come back and, if they're ready, suggest that there's a membership form in their membership packet.
- Follow up with visitors within the next 24 hours with an informal and friendly call or face-to-face visit or a hand written note, thanking them for the visit.
- Go out of your way to figure out the "WIIFM" for the prospective member.
- Run your contests to take advantage of TI related incentives:
 - **Smedley Award:** runs August 1 – September 30
 - **Talk Up Toastmasters!:** runs February 1 – March 31
 - **Beat the Clock:** runs May 1 – June 30
 - Add five new, dual or reinstated members to your roster between the designated dates
 - Receive a special ribbon to display on your club's banner and a special discount code for 10% off your next club order.
- Spread the Work Around – “A weekly club could run a six to eight week membership contest, in which the member who brings the most guests to the meeting in that period wins something: ribbon, manual, coffee card etc. The chair recruits a few people for the contest team: they decide what the rules are (points for bringing a guest, points for repeat visits, points if the guest joins). Someone can give a speech to the club about the contest, someone can tally the results each meeting, someone can do the reminder announcement at each meeting and someone can procure the prize(s). No one is putting in too much time, because it is a team effort. At the end of the contest, award the prize(s) with a bit of fanfare.”