

Key Decisions

1. Changes recommended by Moments of Truth?
2. Type of event?
3. Target audience? Who are they?
 - What do they desire? What do they fear?
 - How can we reach them? Where do they get their info?
4. What value do we need to promise our target audience, to get them to attend this event?
 - Who can deliver this value?
5. Once our target audience is at the event and the value is being delivered, what further value do we promise them to get them to join our club?

Critical Success Decisions

6. Is the entire club behind this event?
7. Date for the event?
 - Do we have time to plan and execute?
 - Are there holidays or disruptions between now and the event?
8. What will we do to create the appearance of a healthy, happy club?
9. Who will receive RSVPs?
 - How can we measure our marketing's effectiveness?
10. Who will create the fliers and craft our marketing messages? (Don't use TI's generic fliers. Create your own, highlighting the value you are promising.)
11. Who will Toastmaster the event? (This person needs to be a "closer".)
12. What outside resources do we need to engage in this event?
13. Are there "Best Practices" we want to implement? For instance:
 - Download and review all the **How to Grow Our Clubs** files from <http://d32.toastmastersdistricts.org/downloads.html>
 - Take digital photos of the event
 - Give Toastimonials (short, 30 second "here is how Toastmasters has benefited me" speeches)
 - Prepare the guest packets
 - Have food

Getting the Word Out

1. Call local media (newspaper and radio) to introduce yourself, and check their website, to learn how they prefer to receive news releases. Send a new release and follow up with phone call. (Don't assume this will work!)
2. Post info in online events calendars, i.e. newspaper, library, city, TM district, Meetup.com, etc.
3. Post Fliers everywhere:
 - library
 - city hall
 - post offices
 - senior centers
 - workplaces
 - coffee shops
 - bakeries
 - community bulletin boards
 - laundry mats
 - schools
 - gyms
 - grocery stores
 - VFW and American Legion
 - any other place you find
4. Announce event on the club's homepage and have a download link to a PDF flier.
5. Use club guest book to contact all visitors from the past year.
6. Have members put event announcements on their Facebook or LinkedIn pages. Do the same for your club's Facebook page, if you have one. (Don't create one just for this event!)
7. Put event announcements in newsletters:
 - Local District/Division/Area
 - Local Chamber of Commerce
 - Service club (Lions, Kiwanis, Rotary, etc.) and church newsletters
 - Corporate newsletters
 - Senior Centers
8. Send fliers to local clubs, announcing your event. Have members follow up with each club, making personal visits, to announce the event and answer questions.
9. Members make personal invites to local friends, relatives and co-workers.
10. Ask nearby Toastmaster clubs to have their members announce your event to their friends, relatives and co-workers.

After the Event

1. Send out hand written thank you notes and/or emails to attendees, reiterating the promise of further value if they return.
2. Write a news release to local media, with photo, about the event