

How to Grow Our Clubs

A Guide to Successful Membership Building Events

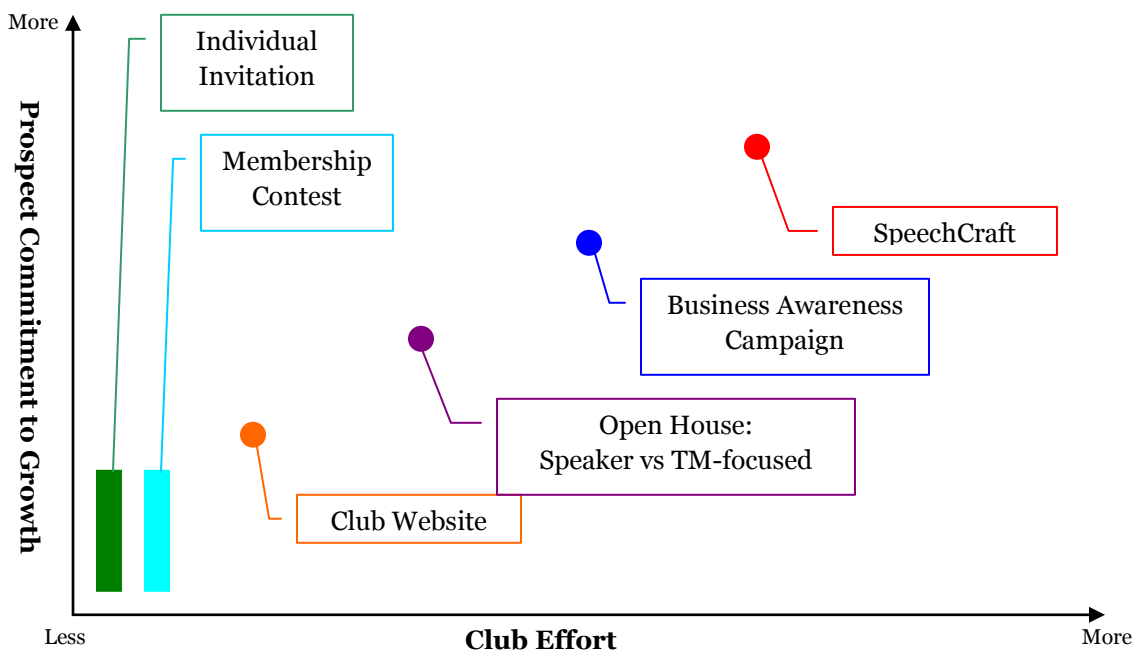
Today We'll Discuss

- Our Membership Building Event Options
- Key Decisions
- Critical Success Factors
- Best Practices
- Getting the Word Out
- Resources
- Next Steps
- Q & A

Sources of Data *(besides our own experience)*

- TI Manuals
- LinkedIn Toastmasters Group Discussions
- YouTube Videos
- District people and professional experts

Our Membership Building Options



How to Grow Our Clubs

A Guide to Successful Membership Building Events

Key Decisions

- Do Moments of Truth?
- Type of Event?
 - Membership Contest: Individual vs Team
 - Open House: Speaker Event vs Toastmaster-focused Event?
 - Business Awareness Campaigns: On-Going vs. Limited Duration
 - SpeechCraft: Format and Price
- Target Audience?

Critical Success Factors

- Participation
- Time...to Plan and Execute
- The Appearance of a Healthy Happy Club
- A single RSVP contact
- Market Your Event
 - Measure Your Marketing

Best Practices

- See downloadable Best Practice sheets:
 - Membership Contest
 - Open Houses
 - Business Awareness Campaigns
 - SpeechCraft

Getting the Word Out

- New Releases
- Online Calendars
- Fliers
- Club's Webpage
- Past Club Visitors
- Facebook or LinkedIn Pages
- Newsletters Blurbs
- Personal Visits
- Personal Invites
- Nearby Toastmaster clubs

How to Grow Our Clubs

A Guide to Successful Membership Building Events

Resources

- Area/Division/District
- Nearby TM clubs
- Downloadable Docs from D32 Website
 - <http://d32.toastmastersdistricts.org/downloads.html>
- Downloadable from TI Website
 - Features, Benefits & Value Sheet
<http://www.toastmasters.org/~media/4852A462BE2B49E4BE4459EC8F1A1FoF.ashx>
 - Membership Growth
http://www.toastmasters.org/en/Shop/Marketing/Manuals/Membership%20Growth_1159.aspx

Next Steps

1. Download and review all the **How to Grow Our Clubs** files D32 website
2. See **Kyle Hall's Club Event Planner**
 1. Key Decisions
 2. Critical Success Decisions
 3. Getting the Word Out

Let's Go Out and Grow Our Clubs!