



Best Practices For Launching A College Club – District 38

1. Form a nucleus of club officers as soon as possible – assign each club officer with a ‘key to success’ project.
2. Solicit faculty support/champion/advocate (often a Communications or Business professor/Dean).
3. Determine if there will be college/university subsidy of student membership dues/expenses.
4. Create advertisement: flyers, student newspaper, radio and online.
5. Set up periodic information tables at the Student Center/Cafeteria/Library.
6. Create alliances with key curriculum channels (Entrepreneurial studies, American Marketing Association club, Law/Mock-Trial club, etc.).
7. Identify if there will be a primary source of membership (i.e. Business students / Engineers) – create a plan to email meetings/events on a regular basis.
8. Incorporate Toastmasters announcement on some alumni mailings and have advertising at Homecoming social events and other similar significant alumni events.
9. Set the expectation for year round participation – as Toastmasters magazines continue to be sent to members even during the Summer months, and members can visit, speak and take roles at meetings they attend at home or abroad during the Summer.
10. Hold kickoff meeting with at least 40 interested persons.
11. Extend membership to community residents, in addition to alumni, faculty and staff.
12. Set manageable and frequent goals.

About Toastmasters International

Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. Founded in October 1924, the organization currently has more than 270,000 members in 13,000 clubs in 116 countries. Each week, Toastmasters helps more than a quarter million people of every ethnicity, education and profession build their competence in communication so they can gain the confidence to lead others. For information about local Toastmasters clubs, please visit www.toastmasters.org.