



Guest / New Member Informational Packet

1. The most important point is to make the packet look professional. Put the information in a nice 2 sided colorful folder. If possible, add a club officer's business card. Show the guest personal attention by flipping through the material in the informational packet.
2. The next important point is to have an application for membership in the packet. You will need to judge how to approach each guest with joining your club. You do not want to be too pushy but you do want to close the deal. It is important that each club officer know how to explain how to fill out the application. You want to look professional and knowledgeable about the cost of membership and how to pro-rate dues accordingly.
3. Next, add appropriate Toastmasters informational sheets. It is important that each club officer familiarize themselves with the material. Several sheets can be found on the Toastmasters International site under the "Media Kit" or create your own. The kit can be downloaded as a PDF file for free. I suggest the following:
 - Toastmasters Then and Now – It lists our mission statement
 - Toastmasters International Facts Sheet
 - Toastmasters – Features, Benefits and Value
 - Become the Speaker and Leader You Want to Be
 - Speaking and Leadership Tips from Toastmasters International
 - Map of Service to Members
 - Toastmasters Description of Roles
4. Add a copy of the Toastmaster Magazine. Show the guest an article or two and let them know it is included with their membership.
5. Make a copy of the "Ice Breaker" speech assignment. Explain the purpose of and how to prepare the speech. This will show the guest that you are interested in their development. Tell them you would like to assign them a mentor to help them to get started in the club. Inform them that they must be a paid member before they perform a speech. But don't be overly pushy as to scare them away.
6. Get the guests' contact information before they leave. Advise them they do not have to join right away but it benefits them to start ASAP. Tell them how you have benefitted from Toastmasters and how excited you are about them attending the meeting. Invite them to attend the next meeting.
7. The Toastmasters organization has a lot to offer the public. A well prepared and executed Informational Packet will only aid your club to bring in new members. Lastly, I'm sure the guest will join because of your outstanding enthusiasm and professionalism.