

**Bradley Harris
PO Box 381372
Germantown, Tennessee 38183**

BradleyHarrisGoodbook @ gmail.com

**Five Simple
Membership and Public Relations
Campaigns**

for Toastmasters Clubs

by

Bradley Harris, DTM

BradleyHarrisGoodbook@gmail.com

Membership and Public Relations Campaigns

for Toastmasters Clubs

Many Toastmasters across your district—hundreds, perhaps—are likely “bottlenecked” in the Competent Leadership (CL) manual by one of these six tasks...

- help organize a club public relations campaign (Project 6)
- chair a club public relations campaign (Project 8, Project 10)
- help organize a club membership campaign or contest (Project 6)
- chair a club membership campaign or contest (Project 8, Project 10)
- help organize a club special event (Project 6)
- chair a club special event (Project 10).

Serving as PR campaign chair, or as club membership campaign or contest chair, or as club special event chair is *sufficient* to complete Project 10—that is, you need only chair one of these to get credit for Project 10 (though there are other options for Project 10). Chairing a club PR campaign or a club membership campaign or contest is *necessary* for Project 8. And helping to organize one of these is *necessary* to earn credit for Project 6. There’s no way to earn a CL without at least (i) chairing one event or campaign, *and* (ii) helping organize an event or campaign. That is to say, a member needs to plan to participate, one way or another, in *at least two* programs concerned with the kinds of activities or programs likely to attract new members.

The Competent Leader (CL) program is designed to connect intimately with both the educational success of your district and your district’s success in marketing. The individual who doesn’t earn a CL also won’t be earning an Advanced Leader Bronze (ALB), an Advanced Leader Silver (ALS) or Distinguished Toastmaster (DTM) award. The club which doesn’t file CL awards also won’t file these more advanced leadership awards. The individual member who doesn’t chair, doesn’t help to organize special events, membership campaigns or contests and PR campaigns isn’t going anywhere in the leadership track.

The Distinguished Club Program (DCP) doesn’t prominently feature or reward clubs for leadership-track awards. If you’re a district leader, you know the pattern used in the DCP for leadership: one point for a CL, ALB, ALS or DTM...one more point for another CL, ALB, ALS or DTM. Check your district’s statistics for clubs in the DCP: You’ll see many clubs—often a

majority, even of Distinguished Clubs—cash out at *exactly* two leadership awards during a year, because the DCP doesn't offer recognition for any more than these. Vanishingly few will score the six, eight, ten, twelve or fourteen leadership awards I recommend aiming for. Many clubs will score fewer than the two DCP leadership points. Some will score leadership points, but entirely for awards *other* than the CL. Some will score *no* DCP points for leadership. You can see the correlation: Fail to hold membership and PR campaigns and club special events...your club and district success in the DCP will falter, and your marketing will certainly be less than it could be.

On the positive side, encourage membership and PR campaigns by clubs, and you encourage membership growth, membership retention, and educational success at every level, from district down to the club and the individual member. Grasp this principle firmly: While districts can and do market *clubs*—that is, can encourage the creation and mentoring of new clubs, the coaching of faltering clubs back to success...districts in an important sense can't and don't sell new memberships in existing clubs. New Toastmasters members join *clubs*—they never seek to join *districts*.

Encouraging membership and PR-related work in the club, and encouraging these as tasks to be done toward earning the CL, is, I believe, a central and vital part of your work as a district leader, notwithstanding the limited prominence the CL is given in the Distinguished Club Program.

Many members, and many club officers, I find, look at these six CL tasks as stumbling blocks. And some, I find also, don't look at these tasks at all, don't understand their place in the educational program or their practical significance for club, area, division, district, and, ultimately, *individual* success. Once into the swing of things, members find it easy to “bang off” CL requirements which are in the nature of familiar meeting roles—grammarian, general evaluator, table topics master, and the like. Those are small, easily accomplishable tasks, begun and ended within a single meeting. Those who don't read their CL manuals can nonetheless see the headings in their CL manuals, so may accumulate credits for such meeting roles. But, not reading, they don't grasp that organizing membership and PR campaigns and special events are essential tasks for the CL. (I've actually heard club officers, even district officers, *teach* clubs explicitly that you *don't* need to engage in such activities in order to earn the CL. What can one say? There's evidence that such officers themselves haven't read...) Many of those who do grasp that membership and PR campaigns and special club events are essential make the mistake of presuming these efforts have to be massive undertakings—big committees, numerous extra meetings, much paperwork, weeks or months of execution. *They don't*.

This document presents five patterns for simple club membership and PR campaigns and contests anyone can complete within a club. As envisioned, they're all small, self-contained events and programs which virtually any Toastmaster could run. A member could organize or help with any one of these programs or events without massive preparation. Members can use the information and ideas given here as 'blueprints' for their own activities. Members can also easily introduce their own variations, creating minimalist or expanded versions, and creative twists of their own.

But they won't. Not, that is, until district leaders learn to teach these (or similar) methods, not until districts offer these (or similar) programs as patterns.

You are invited to use this document, or its parts, for any relevant purpose you see fit. Distribute this document, intact, as widely as you like—right down to individual members. Circulate it, certainly, among district officers. Carve out and vary elements of this document, borrow and adapt its ideas. This is public domain. This is yours.

And this just could be part of your district's educational and marketing success.

<p>SAMPLE CLUB MEMBERSHIP GROWTH MINI-PROJECT</p> <p>#1</p> <p>PURPOSE: TO REWARD MEMBERS WHO ISSUE INVITATIONS FOR PROSPECTIVE NEW MEMBERS TO VISIT THE CLUB</p>	<ul style="list-style-type: none">▪ buy 50 to 150 cards in inexpensive card-and-envelope sets at a dollar store▪ devise and copy an easy-to-use record sheet for recording invitees' names, postal mailing addresses, phone numbers, and e-mails—see the appendix 'RECORD SHEET' and the completed SAMPLE RECORD SHEET THAT accompany▪ distribute the record sheets, one to each member present at a meeting, and invite members to take as many cards as represent the number of persons they'd care to invite to meetings▪ ask members to mail invitations to friends, colleagues, relations to attend the club as visitors, and to record contact info for those whom they invite, setting a one- or two-week period for invitations to be mailed, explaining the importance and value of club growth▪ award a suitable prize to the member returning the record sheet showing the largest number of invitations sent...alternatively, award a small prize to each member having invited more than, say, three prospective members▪ add an extra reward for members whose invitees who actually visit, a further extra for members whose invitees actually join—don't skimp: All three stages are important
--	---

<p>SAMPLE CLUB MEMBERSHIP GROWTH MINI-PROJECT</p> <p>#2</p> <p>PURPOSE: TO REWARD MEMBERS WHO ENCOURAGE VISITS TO THE CLUB FROM PROSPECTIVE NEW MEMBERS</p>	<ul style="list-style-type: none">▪ plan a special club meeting—an ‘open house,’ perhaps—about a month out...speeches, table topics, etc. about Toastmasters...a festive and welcoming atmosphere...perhaps a small gift bag for visitors, including brochures, a souvenir, application materials▪ prepare invitations in paper or card format for members to personalize and use in inviting friends and colleagues to the special meeting—see the sample below▪ award a suitable prize to the member bringing the largest number of visitors...alternatively or as well, award a small prize to each member who brings two or more visitors...add a further reward for members whose visitors actually join
--	---

The ABC Toastmasters Club
invites

Jonathan Edwards

to its

Open House

Friday, 10 October
11:45 AM
at the offices of
Chambers Consulting
158 Beech Street
St. Louis, Missouri 3333

Refreshments RSVP Bill (444) 555-7777

Sample Invitation

**SAMPLE CLUB MEMBERSHIP
GROWTH MINI-PROJECT**

#3

**PURPOSE: TO REWARD
MEMBERS WHO INDUCE
PROSPECTIVE NEW
MEMBERS TO JOIN**

- plan a “friends and family” month (or somewhat shorter or longer period), directed at existing members encouraging others to join
- suggestion...don’t make it just a “day”...while you may wish to hold a one-meeting special event as part of this program, don’t confine the campaign to a single meeting, else members will associate the campaign only with that day—you need time before to prepare members, get the campaign into their minds, and you need a week or two or three to allow prospects to return and members to close the sales
- prepare record cards to record contact information for visitors during the campaign period, and to record the names of the member who has invited each visitor
- award a few dollars’ discount in membership both to the visitor who joins within the campaign period and to the sponsoring member on his or her next dues renewal...or award a small gift from the Toastmasters Product Guide to each (for example, products such as the ½-inch large membership pin, available in quantities of 12 or more as product #5754, in smaller quantities as #5753...or the 3/8-inch mini membership pin, #5752 for 12 or more, #5751 for 11 or fewer...or a choice of manuals from the Advanced Communication series, product #226Z, also available individually)
- consider presenting at the start of the campaign period the *Closing the Sale* module from the *Successful Club* series (the series being product #289, this individual module available separately as product #293)

<p>SAMPLE CLUB MEMBERSHIP GROWTH MINI-PROJECT</p> <p>#4</p> <p>PURPOSE: TO REWARD MEMBERS WHO ENCOURAGE LAPSED AND WANDERING MEMBERS TO RETURN</p>	<ul style="list-style-type: none">▪ this campaign is similar to mini-project #1, and can either be run separately or in conjunction with a #1 campaign...tip: even if you run a #1 and a #4 together, using similar methods, you can have these coordinated projects run by two individuals, both of whom can get CL credit▪ buy 50 to 150 cards in inexpensive card-and-envelope sets at a dollar store▪ prepare a list of lapsed members, going back about three years, or as long as the “living memory” of your club members reaches...and a list of current members who have not attended for (say) three meetings or more...treat these lists separately...include last known mailing addresses, phones and emails▪ devise and copy an easy-to-use record sheet for recording invitees’ names, postal mailing addresses, phone numbers, and e-mails—see the appendix▪ distribute the record sheets, one to each member present at a meeting, and invite members to take as many cards as represent the number of persons they’d care to invite to meetings▪ give “first dibs,” target by target, to currently active members who best know or best remember each individual, then distribute the rest to interested members...tip: don’t “force” the task onto current members—you want sincere invitations to be issued—not perfunctorily performed mailouts▪ ask members to mail invitations to these past, lapsed members and non-attenders, and to record contact info for those whom they invite, setting a one- or two-week period for invitations to be mailed, explaining the importance and value of club growth▪ consider including in mailouts a card inviting lapsed members to re-join at a reduced rate—perhaps just the \$27 TI dues, waiving local club dues for the first dues period of their return▪ consider including an SASE, thus removing yet another excuse...make it <i>easy</i>▪ award a prize to the member returning the record sheet showing the largest number of invitations sent...or award a small prize to each member having invited more than, say, three prospects▪ add an extra reward for members whose invitees who actually visit, a further extra for members whose invitees actually join▪ tip...prefer postally mailed invitations to email...prefer above all the invitation that goes by two methods, chosen from email, postal mail, and phone...if only one method, let it be postal mail▪ consider your objectives carefully...do you want to reward your currently active members only for those of their invitees who actually re-join?...or is your interest in issuing the invitations?...both objectives are legitimate
---	--

<p>SAMPLE CLUB MEMBERSHIP GROWTH MINI-PROJECT</p> <p>#5</p> <p>PURPOSE: TO REWARD MEMBERS WHO ENCOURAGE <i>GOOD PUBLIC RELATIONS</i></p>	<ul style="list-style-type: none">▪ acquire appropriate Toastmasters brochures (including <i>Confidence: The Voice of Leadership</i>, product #101, #101F...<i>Clear Communication: Your Organization Needs It</i>, #103...<i>From Prospect to Guest to Member</i>, #108...<i>All About Toastmasters</i>, #124...<i>Find Your Voice</i>, #99, #99F...also useful in mini-projects #1 through #3, described above▪ buy Toastmasters fliers <i>Toastmasters Can Help</i>, #115...and <i>How Confident Are You?</i>, #116...or design your own fliers additionally or instead (making sure you comply with Toastmasters standards regarding use of trademarks and logos—see websites) www.toastmasters.org/Members/OfficerResources/Logos/TermsConditions.aspx www.toastmasters.org/Members/OfficerResources/PoliciesandProcedures.aspx www.toastmasters.org/NonNavigableDocs/Trademark-Use-Request-Form.aspx —as you create these)▪ invite club members to place brochures in retail or office or other community locations, with these businesses’ and owners’ permissions, and to post fliers on bulletin boards in popular coffee shops, restaurants, supermarkets, community centers, and in business facilities▪ be sure brochures and fliers placed have been personalized with club contact information▪ create and present to each member a record sheet on which s/he can list locales at which brochures and fliers have been placed▪ award a suitable recognition to especially diligent efforts, or perhaps even to everyone who posts materials in public places
---	---

XYZ Toastmasters Club
St. Louis, Missouri

RECORD SHEET

for membership campaigns

Record sheet for participating member:

Campaign
Coordinator:

Jim Wilson

(444) 555-6666

JimWilson@goodemail.com

I invited this person...	BY MAIL	BY PHONE	BY EMAIL	CORRECT PHONE:	CORRECT POSTAL ADDRESS:	CORRECT EMAIL:	NOTES
	'X'	'X'	'X'				
						@	
						@	
						@	
						@	
						@	