

1.	All hands on deck	Present TI Successful Club Series on a regular basis. Members can get credit towards their CL awards if they present the modules. Also, other members will be educated towards the importance of club membership and that it takes everyone to ensure a healthy club. Membership building and retention is not just the responsibility of VP Membership but each and everyone. Establish a Club Program to recognize those who actively recruit new members throughout the year. Recognize efforts. Celebrate successes. Share strategies/ideas.
2.	Anniversary	Have celebrations for Club's Anniversary. Make it a special event. Let members know about Club history. Build sense of belonging and camaraderie. Build record of what worked well in the past and present. Review and pass on history/stories/strategies of successes. Have a special Anniversary issue for Club Newsletter.
3.	Anyone - Someone	Anyone you come across can possibly become someone who belongs to your club. Consider talking to the people you come across regularly, e.g. parking lot attendant, bank teller, sales at retail stores or grocery stores, restaurant staff, etc... Be ready with a Club Business card.
4.	Application forms ready	Membership Application form must be ready with a fee schedule. All members must know how to help guests fill out a form and answer questions regarding the fee schedule. Best approach is to staple a step-by-step guide to filling out form, writing out cheques, who to pass the form to, etc... to the application form. Sit with guests and help them fill the form out. Member who helped the guest should put his/her name in as sponsor if the guests found the club on their own. There is a TI recognition program for members who sponsor new members.
5.	Ask	Many people joined Toastmasters because someone asked them to visit a club. Ask and you shall receive..... at least an answer. 📧
6.	Banner and ribbons	Display club banner proudly. Sew ribbons on the banner. Leave guests with a good impression. Let members know what the ribbons are for. Strive for more ribbons as they demonstrate various things such as Club quality and membership achievements. Be proud!
7.	Best Practices	Have secretary record best practices of the Club. Keep it in a special section in the Club Binder for future references.
8.	Bookmark	Create Club Bookmark to give to guests as an alternative to Business cards. Or maybe leave some inside books on Communication and Leadership in the library??
9.	Break for summer – Bad for health	Imagine a guest wanting to visit the club during the summer only to find that there is no meeting. How frustrating? A club can still have a good meeting with a handful of committed members.
10.	Business cards	TI has business card templates and letterheads club can use: http://www.toastmasters60.org/LGM/html/Resources.htm .

		Put club website address and contact information on the business cards. Encourage members to give cards out. E.g. enclose in Christmas cards or give them out when people ask about the Toastmasters Pin the member is wearing.
11.	Cafeteria	Members can put up posters or make club brochures available in the cafeteria. Resources available: http://www.toastmasters60.org/LGM/html/Resources.htm . Make it easy for members by printing out posters and brochures for them and distribute at club meetings.
12.	Campaign	Have regular membership drive/campaign that tie in with TI membership building campaigns. E.g. http://www.toastmasters60.org/LGM/html/WinFebMar05.htm . Set up a simple point system – 1 point for bringing a guest, returning guest gains member 1 more point, each guest can bring max of 2 points for the member, guest becoming member is 3 points, etc... Prizes can be 3-month membership credit for the member at the next renewal period, or TI book coupon, etc...
13.	Care about members	Club executives may want to discuss what to do with members who have not been coming to meetings for a while (discuss definition of ‘a while’). A suggestion could be VP Membership keep an informal personal note on attendance and call members up to let them know the club misses them and would love to see them back. Show them that they are needed and wanted.
14.	Chamber of Commerce	Ask how you can promote your club. E.g. have your club meeting time and location included in their publications?
15.	Clinics/Offices – Professional Associations	Ask for permission to leave flyers and TI magazines (with your club contact information attached to them). Ask if their Professional Associations may be interested in having a club. Contact Lt. Gov. of Marketing for follow up.
16.	Club Library	Buy a small luggage on wheels for the Club material. Put materials out for members to sign out as well as show guests that there are educational material available for members to access. Display the TI catalog too.
17.	Community events	Find opportunities at community events – set up a booth, have live demo meeting, fun table topics, invite people to join in, etc... Have marketing material ready. Give out club brochure and GET the audience’ contact information. Follow up within 24 hours. Strike when the iron is hot! Set up a plan for such kind of event to ensure success – a member may want to consider it as a TI High Performance Leadership Program and get credit for it.
18.	Company website/newsletter	Have regular ad about club meetings and events on Company website or newsletters.
19.	Conference	Conference is a fantastic way of sharing your Toastmasters experience with your friends/colleagues. Invite them to come with you for a couple of workshops so that they may see/feel the excitement and growth opportunities that he/she can have too by joining the organization.

20.	Contest	Invite guests to come to a Speech Contest. Have a chat with the contestants after the contest so your guests can hear personal testimonials from contestants.
21.	Educational modules	Have educational modules on a regular basis. Guests feel they can learn something and may want to visit again for the formal presentation of educational modules. Revisiting the club allows the guests more opportunity to learn the benefits of joining.
22.	Executives meeting	Hold regular Club Executives meeting. Membership building and retention to be included as a regular item. Discuss current status and discuss ideas VP Membership suggests or brainstorm on ideas.
23.	Free membership to Speechcraft participants	Charge a fee for Speechcraft that covers the new member fee for the first 6 months of dues. Offer a 'free' membership to course participants who completed Speechcraft. Ask them to fill in the membership application form if they are interested in taking this free offer up.
24.	Gift – the best you can give?	List out all whom you know. Check off those who may benefit from joining Toastmasters. Invite them to check clubs out, be it your own club or a club near them. Email them this link to find a club: http://www.toastmasters.org/find/canada.asp
25.	Gifts/Prizes - TI Products	Buy TI products as gifts for membership drive or even for friends/co-workers during festive seasons or for birthdays. E.g. Mugs, baseball caps, bags, file folders, bumper stickers, T-shirts, business card holder, key chains, etc... These are great advertising material and practical gifts.
26.	Goal	Share Club goal with members. Let everyone know of the membership target and work together as a team.
27.	Greeter role & Guest Book	If VP Membership or SAA needs help with greeting guests, add a 'Greeter' role to regular agenda. Assign role just like other meeting roles. Greeter is responsible for welcoming guests, introduce guest to a member so they can sit together and the member explain the program to the guest (assuming there are too many guests for the greeter to take care of), ensure all guests sign the guest book, talk to guests after the meeting, thank them for coming and inviting them to come back again. VP Membership is responsible for sending emails to all guests inviting them to visit again until guests request that their email be dropped off the list. The email should be sent to 'undisclosed recipients' so email addresses are not shown for privacy. The email list will grow. Review list on a 6-month basis and remove guests who never return.
28.	Guest Package	Check for ideas and resources on http://www.toastmasters60.org/LGM/html/Resources.htm
29.	Induction ceremony	When a guest signed up as a member, email all members so even those who have not been to meetings is aware of that. Schedule regular induction ceremonies. It is not an enjoyable experience for a new member if he/she was introduced as or asked for feedback as a guest when they have actually joined a while ago.
30.	Invite comment, Ask to return	Guests' feedback can be good information for club membership's success. Ask for comments and make changes to club practices as appropriate. Always ask guests to return.

31.	Inviting members from other clubs	Add new ideas and energy to meetings by inviting members from other clubs to present speeches, evaluations, TI educational modules, etc...
32.	Local community	Contact community centers, libraries, cultural centers, churches, bookstores (those with regular programs), etc... to arrange demo meeting, Speechcraft, distribute promotional material such as club brochure/flyers.
33.	Magazines	Ask members to donate their TI magazines to the club for putting into guest packages or displaying.
34.	Management	Invite upper management to a meeting. Let them see the benefits and potential of making the program available to co-workers. Maybe even consider starting a club at the company. Member will get credit as Club Sponsor or Mentor. Guidance and support available from the District. Ask Lt. Gov. of Marketing.
35.	Media	Contact the media, get air time on TV and radio. Consider especially the media for different ethnic groups. E.g. Chinese, Italian, etc...
36.	Meet up with guests first	Offer to meet up with your guests first and bring them to the meeting location. Make it easy for them and show them that you value their visit.
37.	Mentor A Club	Invite a club to be your 'Mentor Club' if needed. E.g. Mentor Club commit to providing resources and guidance for membership building, and other areas as needed. Discuss how this program should work for the two clubs involved. Consider it a leadership opportunity for the coordination of such program as a TI High Performance Leadership project for a member in the Mentoring Club.
38.	Mentor program	Guests usually feel good knowing that there is a mentor program available at the club. Check TI for the program material available.
39.	Moment of Truth	To take the pulse of the club and feedback from members, schedule the presentation of the TI module 'Moment of Truth' at least annually or every 6 months.
40.	Name Tags	Members should wear name tags or have place cards at their seat. Guests should have one that says 'Guests'. Members should be encouraged to at least say 'Welcome' to all 'Guests'. Toastmasters is about Communication! If a member let a 'Guest' leave without greeting the guest, then it is time to consider greeting guests a personal challenge and practice, practice, practice. Have an experienced member present the first assignment from the Advanced Manual 'Inter-personal Communications' on how to break the ice.
41.	New Hire Orientation at work	Offer to HR that you will help orient new hire to the company and talk about how Toastmasters membership can help them become more successful at work. Be a leader in your own organization!
42.	Newsletter/ Email	Have regular club newsletter. Put it in guest package. Email it to members. Keep those who have not been returning for a while in the loop. Some may not be able to come to meetings for a reason and may still want to have updates.
43.	Officer Training	Get ideas from others. Perfect opportunity is to meet many other club officers at the Officer Training.

44.	Outside of your own club – Challenge others	Have a membership contest with other clubs. The losing club will buy the other club(s) pizza. Organize a social with the clubs involved at the end of the contest and enjoy the pizza!!
45.	Payroll envelopes inserts	Check with HR for the possibility of having inserts in payroll envelopes. Offer to provide the inserts and other help as appropriate.
46.	Pin	Give member a Toastmasters Pin when they join the Club. Encourage them to wear the pin at all times. Quite often people ask about the pin when trying to strike up a conversation. Have Club business card ready to give out too.
47.	Press Release	Write to local paper for regular advertisement about club meeting as well as promoting special meetings. Research into all local papers available and contact all of them.
48.	Promotional material and other resources	Use the template to create a club brochure. Click 'Flyer': http://www.toastmasters60.org/LGM/html/Resources.htm
49.	Quality meetings	Encourage quality meetings – set standards: agenda set in advance, members finding replacements ahead of time, constructive evaluations (hold workshops on evaluation – invite experienced Toastmasters outside of home club to present if needed), etc..
50.	Referral	Refer members/guests to a nearby club if your club meeting time and location does not work out for them. They can find a club at http://www.toastmasters.org/find/canada.asp . (Existing member can transfer membership)
51.	Role model	Committed Club Executives are role models for members. Be prepared with pocket speeches. Fill in meeting roles as needed, be it a speaking role. Take it as a challenge and an opportunity to move oneself to the next skills level.
52.	Signs/flyers with keywords on benefits	Post signs and direct people to your meeting room if the club meets at a public venue such as church, library, community centre. Flyers available: http://www.toastmasters60.org/LGM/html/PosterContest.htm
53.	Smiles are free	Guests feel welcome and comfortable if they see happy members. Encourage the members to adopt the McDonald's concept of 'Smiles are FREE'. Maybe create a fun meeting with the theme, invite guests.
54.	Speakers Bureau	Invite guest speakers and promote it as a special event for membership drive or even for uplifting the spirit of members. Contact District 60's Speakers Bureau.
55.	Special meetings with a	Hold special meetings with emphasis on making it fun for members to "Bring a Guest". E.g. Be my Valentine, Christmas (Learning about Toastmasters - possibly the best gift to your friend), Club

	holiday theme	Anniversary (inspiring speeches on how one benefited from the membership), Thanksgiving (for Toastmasters!), etc... Create invitation card/email template for members to send out to friends/colleagues.
56.	Speech Night	If the club has many speakers and not enough speaking slots, have several speeches scheduled for a Speech Night. Make it a special evening and invite guests. Charge for pizza and pop as needed. Consider you may have guests who are vegetarians.
57.	Speechcraft	Get help from other clubs if needed. Share work among members so as to assign reasonable amount of duties to everyone.
58.	Survey	Have guests fill out a survey with questions like: how do you hear about us, what are your objectives, what do you hope to get out of the meeting, what are your expectations, have your expectations been met, any feedback or comment, how can we improve, would you like to hear from us on future activities, etc... Then follow up with a thank-you email and regular invite to meetings until guests requested to be dropped off the list. Make sure guests' email addresses are undisclosed by creating an email group or use BCC: for privacy.
59.	Testimonial	Mention Toastmasters when others compliment you on your communication and leadership skills. Encourage members to work on a manual speech with personal testimonial as the topic (e.g. an 'Inspiring the Audience' assignment).
60.	Timing	Strive to start and end meeting on time. First impression is important. Any meeting can be the first impression of a guest.
61.	Video Taping to prove results	Invest in a video camera. Tape members' 1 st speech, 6 th , and 10 th (basic manual). Get members' approval to show at special meetings to guests. Members may give manual speeches at the meeting on how Toastmasters membership has benefited them. Can be an inspiring speech assignment.
62.	Website	Maintain a club website for free or at a low cost. Ensure TI's and District 60's website link to it: http://www.toastmasters60.org/LGM/html/WinDec04.htm