

Membership Building Ideas

the following ideas come from a variety of sources

Ideas for Community OR Corporate Clubs

1. Conduct a Speechcraft. Contact your Lt-Governor Marketing for more information.
2. List the club with the local Chamber of Commerce.
3. Place an ad in your church newsletter or bulletin.
4. Challenge each member to bring at least one guest to a meeting.
5. During a club business meeting, ask each member to jot down the names of 5 people they know that could benefit from Toastmasters. Have the member send an invitation to each person listed.
6. Send press releases to local media on all special events, awards, contests, and honors.
7. Ensure that every guest receives a follow-up phone call and/or note. Invite them to attend another meeting.
8. Create a club newsletter on a regular basis (monthly, quarterly).
9. Contact local businesses to see if they will allow your club to hang a flyer or have a counter display.
10. Have club business cards printed with the club name, location, time, and contact person. Ask members to hand them out to guests and potential members.
11. Consider having a booth at a local fair, craft show, trade show, career fair, etc.
12. Wear your Toastmaster pin – all the time!
13. Ask your doctor, dentist, optometrist, chiropractor, etc., if you may leave Toastmasters brochures/magazines in their waiting area. Make sure you have a phone number or email address on each brochure or magazine.
14. Leave club brochures/magazines at your hair salon or barber shop.
15. Develop a club Web site. Check out www.freetoasthost.org.
16. Give your local library and/or bookstore copies of the Toastmasters magazine, brochures, or club flyer.
17. If your club is a strong club, consider serving as a “big brother or sister” to a struggling club. Contact your Area or Division Governor if interested.
18. How many clubs do you belong to? If the answer is one, consider joining another club (at work or home) or maybe an advanced club.
19. Celebrate the accomplishments of your members. Make the club a place that members want to come to share their successes.
20. Don't lose members after they achieve their Competent Communicator. Make sure members are aware of the outstanding advanced manuals that are available. Encourage them to continue on the Toastmasters journey.
21. Develop a list of potential members who have e-mail. Forward information to them about upcoming events as long as there is interest. Remove people from your list, if requested.
22. Contact local business and vocational schools. Ask to do a presentation regarding communication skills and how valuable they are in the job market. Have Toastmasters club information available to pass out and encourage students to attend a meeting.
23. Make a list of the best things about your club. Distribute the list to club members so that they can use them as selling points when recruiting new members.
24. Do you have children over 18? Invite them to join Toastmasters!!
25. Conduct a Table Topics session that is based on membership building ideas. Make sure someone writes down all of the ideas offered and then develop a plan

to follow-up on them.

26. Place an ad in the local newspaper. Many newspapers will print notices about community events for free.
27. If you meet in a public place (i.e. restaurant), have a sign that announces that your Toastmasters club meets there on this day & time. This technique is used by Lions, Rotary, and Kiwanis clubs.
28. Invite a member of another club to present an education module at one of your club meetings.
29. Have at least one meeting each quarter that is dedicated to educational speeches. Each speaker could give an education module that is of interest to the entire group.
30. Invite a district officer to come to a meeting to give an inspirational membership building presentation.

Ideas for Corporate Clubs only

1. Ask Human Resources to include a flyer about the club in the new employee orientation packet.
2. Ask Human Resources to insert a flyer about the club with the payroll checks.
3. Ask Human Resources for an appointment to give a 20-minute presentation on the benefits of Toastmasters and how it can help the company's training efforts.
4. Inquire about the possibility of club members earning continuing education credit.
5. Place an ad in your company newsletter.
6. Post a notice on your company electronic bulletin board.
7. Notify communications department about upcoming events: contests, award presentations, etc.