

## Marketing plan for VPMs

Congratulations! You are the VPM of your club. You are an integral link in the 2<sup>nd</sup> stage of membership ie converting visitors into members. Organise club brochures, flyers, business cards, bookmarks etc to give to the visitor. Templates can be found at: [www.toastmasters.org/vbp/](http://www.toastmasters.org/vbp/)

Here's my suggestion:

- Have a sign on the outside of the door to let all visitors know they have come to the right room/ venue
- Smile when visitors walk in the door- the hardest thing anyone does is walk in the door. Remember when you were a first Timer and how you felt walking in the door into the unknown?
- SAA: Have spare chairs near the door so that anyone who arrives late can discreetly slide into the meeting
- Greet them with a handshake and introduce them to either the President or another member who can explain the Toastmasters meeting
- Give them a name badge. That way, all members can call the visitor by name- it's much more personal
- Have a Welcome Pack, including a flyer promoting your club, a business card, Toastmasters magazine, membership form
- Train all the club members on how to talk to a visitor about Toastmasters, encourage members to mingle during Supper/ Morning Tea and be friendly
- Ask the visitor why they came- this will give you an insight into what they are looking for when they become a member
- Ask them to fill in a Guest Registration Form/ Visitors Book. Ensure they leave either their phone number or an email address for follow up
- President greets all visitors at the beginning of the meeting and asks them at the end of the meeting what their thoughts on the meeting were, asks them to come again
- Either phone or email visitor asking them to come along to the next meeting. Email the upcoming agenda/ program to remind/ entice them to return
- By the second meeting, a visitor has shown their commitment and interest. Ask them to join your club. Give them a Membership Form
- Check that the Membership Form has been filled in completely and signed. \$\$ and a signed form seal the membership application.
- Potential members are voted into club membership at a short business meeting
- Order badge
- Introduce the new member to the person who presents the Orientation Session for new members. The New Member Kit and Reference Guide are given to the new member.
- At the next available meeting, VPM conducts Induction Ceremony with the new member by pledging "A Toastmasters Promise" and presents badge to the new member.
- All new members are fully oriented into the Toastmasters programs
- All new members are assigned a mentor for the first 3 speeches
- Goal of 1 new member per month
- Members participate in member interest survey twice/ year

If I can help in any way, please email or call me. Email: [carolyn\\_007@hotmail.com](mailto:carolyn_007@hotmail.com) or

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