

Build Club Membership

1. Why grow your club membership?

- Fulfill mission of TI – make better communications a world-wide reality
- More people receive life-changing Toastmasters benefits
- Replace lost members
- New ideas, enthusiasm, excitement
- Different perspective on various topics, diverse approaches to club development
- Strengthen the club
- Support for continuous vigilance
- Bring in revenue for club operations • Achieve Distinguished Club goals

2. What does it mean to me?

- Learn something new from the people you meet and share your ideas
- Provide an audience
- Personal growth in communications, leadership and mentoring
- Extended network
- Receive your own District 60 Governor's Award Ribbon by recruiting 3-4 members from July 1 to June 30. Make sure your name is put on the Membership Application Form as the new member's sponsor.
- Receive your own Toastmasters International Awards by recruiting 5 or more members from July 1 to June 30. Make sure your name is put on the Membership Application Form as the new member's sponsor.

3. How to grow? The Key to Building Membership (ref: President's and VP Membership's Guide)

- Set goals for growth
- Plan membership-building contest(s)
- Greet all guests and encourage them to join your club
- Provide guest with Guest Package completed with information to join
- Follow up with guests and encourage them to visit again
- Make sure all Applications for Membership are completed accurately
- Vote new members into your club (ref: procedure in President's Guide)
- Collect dues/fees and immediately submit the whole application to TI
- Conduct an orientation session and induction ceremony for all new members (ref: procedure in President's Guide)
- Ensure each new member is assigned a mentor ('Mentoring" - catalog# 296)
- Grow your members – positive energy brings new members. Members will earn credits towards their CL, ALB, ALS, ACS, ACG awards while providing valuable education to members and guests. Schedule members to present educational modules and skill building modules from the following series/programs:
 - The Better Speaker Series
 - The Successful Club Series
 - The Leadership Excellence Series
 - Success/Communication Program
 - Success/Leadership Program
- Member satisfaction drives membership.
 - Conduct "The Moments of Truth" (Catalog # 290)

- Use Member Interest Survey (Catalog # 403)
- Contact members who miss meetings
- Ways to attract new members
 - Use your Toastmasters skills to talk, listen, talk and listen for opportunities
 - Fun meetings, e.g. story chain, murder mystery, debate, blind/reverse meeting
 - Use club or personal business cards
 - Advertise Speech Contests as open to the public
 - Promote club website
 - Conduct Speechcraft
 - Put poster on community hall notice boards, in stores, libraries, condominiums

4. When to grow?

- Throughout the year.
- Plan special meetings and encourage members to bring guests, e.g.
- Club anniversary
- New year celebration
- Festivals/Special dates (e.g. Be my Valentine for Toastmasters meeting)
- Pizza and pop meetings

5. Where to promote?

- Newspapers (especially the free local papers)
- Local Government (e.g. get listed in the city's community services calendar)
- Chamber of Commerce
- Libraries
- Corporate Publications
- Employee orientation or submit article to company's newsletter, website, etc..•
- "Welcome to the Community" packets • Community events (e.g. local fairs, parades, festivals)
- Churches
- Community centers

6. Who are potential members?

- Anyone of age 18+
- Someone who has a need that Toastmasters program can satisfy
- Professionals: Lawyers, Accountants, HR, Sales and Marketing personnel, etc..
- Co-workers: peers, managers, colleague from another department
- Friends: social group, church, volunteer organizations, evening classes
- Anyone with a speech difficulty
- Anyone whose mother tongue is not English
- People you come across by chance: parking lot attendant, coffee shop staff

7. Top 10 Membership Building Ideas

- Club Website (let Toastmasters International and District 60 Webmaster know)
- Open House

- Special events - Club Anniversary, Holiday theme meeting, Theme Nights, etc...
- Guest Speaker
- Speechcraft
- Word of mouth - Invite guests
- Membership Drive/Campaign/Contest
- Follow up with guests diligently
- Advertising - Posters, flyers, newspaper, radio, TV, magazines
- Distribute Club promotional material at clinics, churches, community centers, etc.