

- Club Growth/Membership Building

WHY SHOULD WE SEEK NEW MEMBERS?

There are lots of reasons! New members will have the chance to experience the life-changing benefits that Toastmasters offers. Current members have the opportunity to meet new people, with different perspectives, experiences, and approaches. Adding members can help to strengthen the club, whether or not you've lost members, by adding a sense of enthusiasm and excitement. Adding new members counts toward Distinguished Club Program goals.

New members provide opportunities to learn things from the people you meet. They also provide a new audience for your presentations. Also, one of the best ways to learn a skill is to help teach it to another person!

HOW DO WE FIND NEW MEMBERS?

- Talk up Toastmasters!
- Hold fun meetings! ☺
- Encourage members to distribute club business cards (go to "Links" for more information)
- Advertise speech contests as opportunities to visit your club.
- Promote the club web site. If your club doesn't have one, start one!
- Conduct a Speechcraft [CLICK HERE](#)

(link to TI:

<http://www.toastmasters.org/artisan/detail.asp?CategoryID=1&SubCategoryID=2&ArticleID=184&Page=1>

- Discuss club goals for growth as part of the Club Success Plan
- Plan club membership-building contest(s) and participate in TI and district contests
- Follow up promptly on e-mail and telephone inquiries from potential guests
- At meetings: Greet guests, explain the meeting, provide a guest package of information, etc.
- Invite guests to join!!
- Follow up with guests and encourage them to visit again
- Submit Application for Membership and dues promptly
- Vote in new members. (This is required by TI!)
- Orient your new members and assign a mentor

Remember to take care of current members, because member satisfaction drives club membership. (It's easier to keep an existing member than to find a new one!) To that end, conduct 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, and the Success/Leadership Program. Also, periodically conduct "The Moments of Truth" program to discuss the health of the club with your members, and survey members to learn their personal needs and goals. (A Member Interest Survey is available from the TI bookstore, item #403.) Don't forget to contact members who miss meetings!

WHEN IS THE BEST TIME TO ADD NEW MEMBERS?

Anytime is a good time to add new members, but some times are even better than others! If your club loves contests, TI and District 28 both sponsor membership building contests. Go to the “Contests” section of this web site to determine which contests are running right now.

Think about upcoming events around which your club could plan special meetings and encourage members to bring guests, like club anniversaries, holidays, or local events. Examples:

New Year’s: “Resolve to Overcome Your Fear”

Local festival: Host a storytelling booth for children

WHERE SHOULD WE LOOK FOR PROSPECTIVE MEMBERS?

Promote your club by sending press releases to local media outlets:

Local print or cable-based community calendar

Newspapers

Radio

Local corporate publications (newsletters, web sites)

Include fliers in:

Company employee orientation packets

“Welcome to the Neighborhood” packets

Post or send fliers, call and/or visit:

Chamber of Commerce

Libraries

Churches

Community centers

Check out the Toastmasters International web site (www.toastmasters.org) for more information, or contact the District 28 Public Relations Officer or Lieutenant Governor of Marketing. Also on the TI web site, go into the on-line store and look under “free materials” to request free promotional materials. Free is nice!

WHO CAN JOIN?

Anyone who is at least 18 years of age may join Toastmasters, as long as they agree to comply with the rules of membership outlined in the Toastmasters Club Constitution, as mentioned on the Membership Application form.

Clubs may have additional requirements. For example, membership in a company club may be restricted to employees. Advanced clubs in District 28 require members to have earned a CTM, and to retain membership in a regular (non-advanced) club.