

Toastmasters Club Membership Building Ideas

- If your membership is 12 or lower ask the District to appoint (1) or (2) experienced coaches to your club, to help rebuild. Send a request to the Club Growth Director
 - Experienced members are looking for the opportunity to work with challenged clubs to complete their requirement for the Advanced Leader Silver Award.
- Each time a member speaks, they have to bring a guest to listen.
- Have an invitation meeting, where each member is limited to (2) written invitations to bring guest. The exclusiveness of the invitation makes it special and encourages persons to attend.
- Invite members of other local clubs to speak at your meeting. This accomplished many things:
 - They get an opportunity to give speeches and evaluations.
 - Your club members don't get burned out for performing multiple rolls.
 - Guests see an active club when they attend.
- Have each member place a limited number (3) of flyers once a month to help publicize the clubs meeting. Customizable flyers are available at <http://www.toastmasters.org/VBP>
- Make Club Information Business cards, for members to distribute. Make with card stock or business card stock.
- One of your members can lead a Speechcraft Program:
 - The number #1 membership building tool (Toastmasters International website)
 - The member that leads the Program receives credit for the ACG
- Take Old Toastmasters magazines; cover the label with a club label. Donate some to the library, have members place them at the Doctor's, Dentist office (make sure you have an okay to leave the magazines). Automotive waiting Rooms.....
- Make sure guest know how to get to the meeting location. Signs, Arrows, Guests Always Welcome
- Use an active website. The Free FreeToast Host site for Toastmasters Club is awesome and easy to set up. [Free Toast Host Website Link](#)
 - Take pictures of your members doing anything
 - Have the date the website was updated on the front page, it shows an active club
 - Get your members to create articles for the website. Competent Leader Manual Projects 6, 8, and 10.
 - Place meeting announcements, awards completions, presentations, Club, Division and District news.
- Visit other clubs and ask for ideas?
- Create attractive signage that invites people to attend, Banners, pictures and logos are available at <http://www.toastmasters.org/vbp> .
- Order the Free Brochures from Toastmasters to pass out. Have 4 members order them so you will have plenty to pass out. These are also available in Digital Content.
 - Find your Voice (20) Item #99
 - Confidence of Leadership (20) Item #101
- Have a special Guest meeting, invite people from the community.
 - Invite experienced speakers from other clubs
 - Present a Leadership Excellence Module (LEX) or Better Speak Series (BSS) Module all free downloads, powerpoint and text. Attention Getters
 - BSS – Controlling Your Fear (of Speaking)

- LEX – Goal Setting and Planning
- LEX – Resolving Conflict
- LEX – The Leader as a Coach
- LEX – Giving Effective Feedback
- Members can receive credit for their ACS, ALB for presenting this modules

COMMUNITY PROMOTIONS (*From of Lark Doley, DTM*)

- Contact your local Chamber of Commerce. Ask to be included in their list of nonprofit organizations in the community. Ask for a place to display information and distribute brochures.
- Honor a community leader with a Club Communication and Leadership award. Send out a press release and invite the press.
- Ask to display Toastmasters information at community events.
- Place an ad in your community newspaper and in your association newsletters.
- Ask for opportunities to speak at association/community meetings.
- Put Toastmasters information in your community welcome packet for new residents.
- Post club flyers at local business schools, vocational schools, and employment offices.
- Publicize and conduct Speechcrafts and charge enough to cover the first six months of dues.
- Advertise in your neighborhood newsletter, or a leaflet at apartments/condos.
- Consider a booth at a fair, trade show, career fair, etc., and follow up! Place club flyers and Toastmaster magazines with a club business card everywhere.

CORPORATE CLUBS (*From of Lark Doley, DTM*)

- Implement Toastmasters programs at the highest level possible within a corporation by using the top down approach in contacting the company. This creates corporate buy-in at the highest level of the company. Where is the company headquartered? Discuss a corporate-wide program with your contacts. Integrate Toastmasters into the employee's Personal Development Plan.
- Make Toastmasters an integral part of the corporate new hire orientation process. Present the Toastmaster program and hand out Toastmaster information at every new hire orientation meeting.
- Select a month as "Communication" month and another month as "Leadership" month. Conduct a campaign to create awareness about the benefits of Communication and Leadership through the Toastmasters educational programs with special flyers, posters, and table tents in the cafeteria, lobby, and snack food/coffee break areas. During the "Leadership" month, conduct the Leadership Excellence Series during the club meetings.
- Promote Toastmasters at a career fair/employment fair. Emphasize the business communication skills that are learned and practiced in Toastmasters.
- Conduct Speechcrafts on a regular basis.
- Brown Bag lunch with a 20-minute Toastmasters demonstration meeting and then time for questions.
- Have a sign that announces your meeting location, date and time. For example: "Toastmasters meet here, Wednesdays at noon. Visitors Welcome." You can purchase these through the Toastmaster supply catalog.

- Have a regular Toastmasters display in the lobby/cafeteria/human resources/training department.
- Have a continuous running Toastmasters video.
- Design a corporate club brochure and leave copies in the lobby, in the company cafeteria, in the snack food/coffee break areas, and in the human resources and training department areas.
- Place an ad on the company intranet.
- Write an article for the company newsletter.
- List Toastmasters as a benefit on the company's website.
- Create a holiday invitation (Halloween, Thanksgiving, etc.) and ask each member to hand out to co-workers. Plan meeting agenda around that theme.
- Wear your Toastmasters pin every day. Trade off wearing different pins - the Membership Recruitment pins, International Convention pins, your Toastmaster officer pin, or your Toastmaster membership pin with your educational designation.
- Use a Toastmasters coffee mug at work.
- A pot luck lunch in the cafeteria followed by a demonstration meeting.

COLLEGES AND UNIVERSITIES (*From of Lark Doley, DTM*)

- Approach the college/university leadership about Toastmasters and the benefits to the students. Present to the faculty.
- Offer to present a talk on communication to the speech classes and hand out bookmarkers.
- Advertise in the campus newspaper, on the campus web site and on the campus cable channel.
- Create bookmarkers with the Toastmasters club information and have them distributed at the campus bookstore.
- Publicize Open House and invite teachers/professors - serve snacks.
- Create Toastmaster displays and place in the student union, bookstore, student cafeterias.
- Play a Toastmaster video in the student union and bookstore.
- Place flyers on campus bulletin boards and message boards.
- Buy Toastmaster pencils or ink pens with club contact information printed on them. Hand out.
- Put up a sign stating, "Toastmasters meet here, Wednesdays at noon. Visitors Welcome."
- Send letters to sororities/fraternities.
- Send letters to professors, inviting them to a meeting, and asking them to encourage membership.
- Conduct Speechcrafts and charge enough to cover the costs of the first six months of dues.