



Finding New Members for Your Club

District 54 Toastmasters Leadership Institute (TLI)

11 July 2020



Toastmasters Quiz

- ▶ Use your smartphone or computer to access **joinmyquiz.com** or **quizizz.com/join**
- ▶ Enter the Game Code provided in the Chat
- ▶ Enter your first name or initial or any name!
- ▶ Answer the 8 questions as quickly as you can
- ▶ Good luck!



District 54 Clubs and Membership

- ▶ 2019-2020 Base: **76 Clubs**
- ▶ Ineligible: **5**, Suspended: **5**, Low: **6**, Total: **16**
- ▶ New: **2** (Cordova – Exelon, Kewanee – Prison)
- ▶ Total Active Clubs, June 30 : **62 Clubs**
- ▶ Charter Strength (20 or more members)
Clubs: **16 (26%)**
- ▶ Clubs with 13 – 19 members: **19 (30%)**
- ▶ Club with 8 – 12 members: **27 (44%)**



Why a club needs new members?

- ▶ Better meetings
- ▶ New ideas
- ▶ More participation and inputs
- ▶ Larger pool of potential leaders
- ▶ More fun!
- ▶ More funds!



Finding New Members for Your Club

***Let us share the benefits
we have gained for
ourselves with others.***

– Dr. Ralph C. Smedley



Did you know?

- ▶ Up to 40% of the current members will leave this year
- ▶ 20 members needed for clubs to function properly
- ▶ Clubs with 12 or fewer members can seek a coach
- ▶ Toastmasters' annual membership building programs
 - ▶ Smedley Award
 - ▶ Talk Up Toastmasters
 - ▶ Beat the Clock
- ▶ District Incentives (<https://www.d54tm.com/incentives>)



Recruit New Members

- ▶ Talk to friends, relatives, and coworkers
- ▶ Advertise – newspapers, radio, TV, Social Media
- ▶ Bring guests and treat all guests properly
- ▶ Distribute promotional brochures and fliers
- ▶ Hold membership drives and contests
- ▶ Host an Open House (can be virtual)
- ▶ Conduct a Speechcraft workshop



From Prospect to Guest

- ▶ Create Awareness
 - ▶ Find a Club – Up to date, Club Central
 - ▶ Club Website – Easy-Speak, FreeToastHost
 - ▶ Social Media – Facebook, Twitter, YouTube
 - ▶ Social Networks – Meetup, LinkedIn
 - ▶ Displays – booth at events, window displays



From Prospect to Guest

- ▶ Cultivate Interest
 - ▶ Cost vs Value – Features, Benefits, and Value Chart
 - ▶ Benefits of Toastmasters Membership
 - ▶ Draw comparisons
 - ▶ Paint a verbal picture
 - ▶ Testimonial letters



From Guest to Member (First Impressions)

- ▶ Greet guests warmly and introduce to officers and members
- ▶ Sit with a guest during the meeting
- ▶ Explain each part of the meeting
- ▶ Speak with the guest after the meeting
- ▶ Ask about interest in participating in Table Topics
- ▶ Invite the guest to join members for any after-meeting socializing
- ▶ Ask the guest to visit again
- ▶ Provide guest packet that includes membership application



Keep it Personal

***A guest never forgets
the host who had
treated him kindly.***

– Homer



Host an Open House

- ▶ Engage your entire club
- ▶ Market heavily!
- ▶ [Open house resources](#)
- ▶ Open House PowerPoint – [Find Your Voice](#)
- ▶ Focus on the right elements
- ▶ Consider a multi-club event
- ▶ Provide guest packets
- ▶ Follow-up!



Conduct Speechcraft

- ▶ Short, seminar-style program
- ▶ Inside the club setting or outside
- ▶ Four, Six, or Eight sessions
- ▶ Participants learn basic speaking and evaluating skills
- ▶ For more info, visit:
www.toastmasters.org/speechcraft



Participate in Membership Building Programs of Toastmasters International

- ▶ Smedley Award: August 1 – September 30
 - ▶ Five new, dual, or reinstated members
 - ▶ Smedley Award Ribbon and 10% off next club order
- ▶ Talk Up Toastmasters: February 1 – March 31
 - ▶ Invite guests and add five members
 - ▶ Talk Up Toastmasters Ribbon and 10% off next club order
- ▶ Beat the Clock: May 1 – June 30
 - ▶ Five new, dual, or reinstated members
 - ▶ Beat the Clock Ribbon and 10% off