

**TOASTMASTERS**  
INTERNATIONAL®

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# **Going Beyond Finding New Members for Your Club**

Mark A. Robinson, DTM

Club Coach Session – February 06, 2022

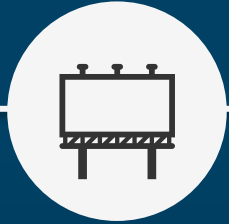
# New Members Provide

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- New ideas
- A larger pool of leaders
- More fun
- More revenue



# Growing Club Membership – P.A.R.



**PPROMOTE**  
Recruit New Prospects



**AATTRACT**  
Treat Guests Properly




**RRETAIN**  
Delight Club Members

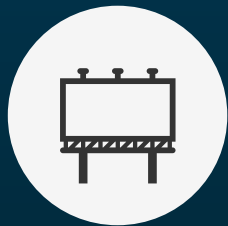


# PROMOTE – Recruit New Prospects

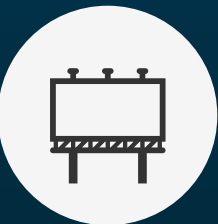
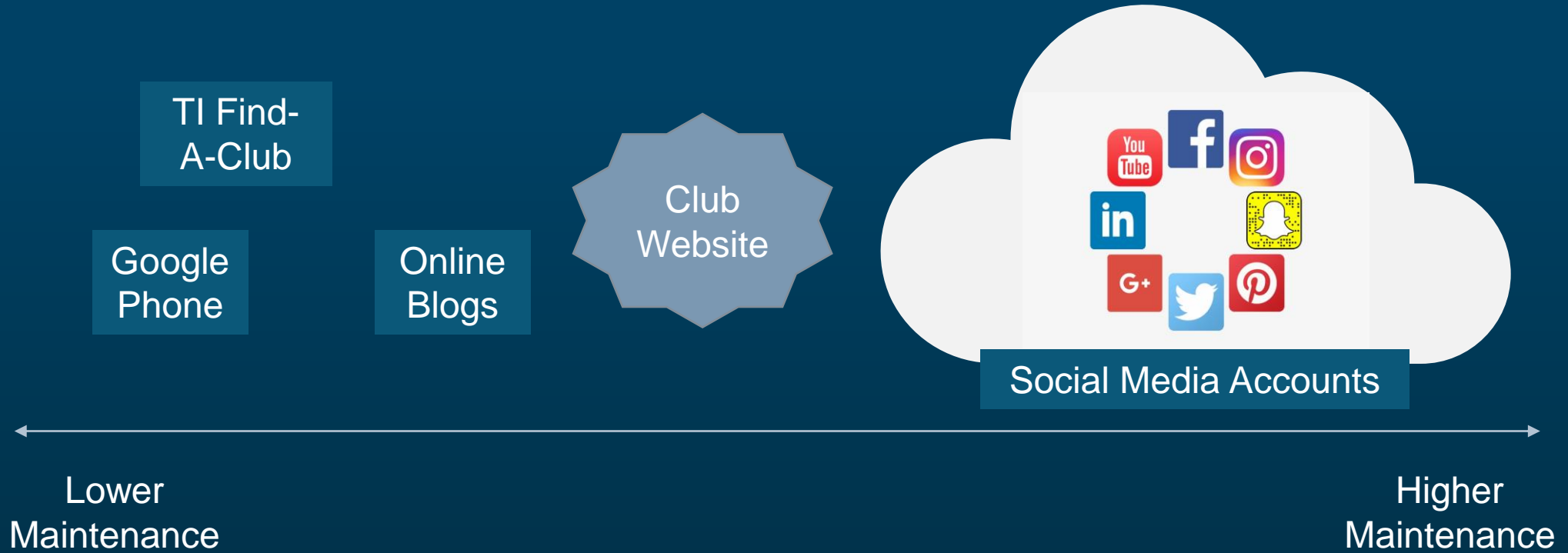
**TOASTMASTERS**  
INTERNATIONAL

## GE Speaks

<p>Main Menu</p> <ul style="list-style-type: none"><li>Home</li><li>Meeting Information / Directions</li><li>Contact Us</li><li>Meet Our Members</li><li>Club Calendar</li><li>Public Downloads</li><li>Free Resources</li><li>Toastmasters Video</li><li>FAQ</li><li>Speaking Resources</li><li>District 35</li><li>Region 5</li><li>All Districts</li><li>All Regions</li><li>Toastmaster's Promise</li><li>Toastmasters Benefits</li><li>Education System</li></ul> <p><i>For more information on Toastmasters International, visit <a href="http://www.toastmasters.org">www.toastmasters.org</a>.</i></p> <p>Members Only</p> <p>Logins</p> <ul style="list-style-type: none"><li>Member Login</li><li>Login as site admin</li></ul>	<p>GE Speaks</p> <p style="text-align: center;"><i>Changing the world...One speaker at a time.</i></p> <div style="text-align: center;"></div> <p style="text-align: center;"><b>Inspirational Thoughts</b></p> <p>"If you're trying to achieve, there will be roadblocks. I've had them; everybody has had them. But obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, through it, or work around it." ~Michael Jordan</p> <p>"There are no rules here; we are trying to accomplish something." ~Thomas Edison</p>
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# PROMOTE – Virtual Tools



# Meetup

Tuesday, February 8, 2022

## Capital City Toastmasters



Hosted By  
Amy C. and Reg W.

### Details

Guests attend for free. We are looking for new members to join our club. Come and experience it for yourself!

Toastmasters is a worldwide organization focused on developing speaking skills and leadership abilities. Capital City Toastmasters is a strong, community-based Toastmasters club that has a mix of veteran Toastmasters to very new Toastmasters. We also have a wide range of speaking skills and member backgrounds. Our meetings have a central theme. We meet the 2nd and 4th Tuesdays of the month at 6:30PM-8:00PM.

A typical meeting includes several speakers, evaluations of those speakers, table topics (where we practice impromptu speaking) and even a joke or word of the day.

Guests attend for free. We are looking for new members to join our club.

Please check out our website for location details. CLICK - <http://2953.toastmastersclubs.org/>

### Attendees (2)

See all



Amy C.  
Member



Reg W.  
Member

### Comments



Greater Madison Area Toastmasters  
[See more events](#)



Greater Madison Area  
Toastmasters  
Public group



Tuesday, February 8, 2022  
6:30 PM to 8:00 PM CST  
Every 2nd Tuesday of the month



Ten Pin Bowling Alley  
6285 Neabitt Rd · Fitchburg, WI

How to find us  
Please ask at the information desk or  
look for the signs.

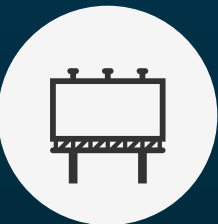


TUE, FEB 8 @ 6:30 PM CST  
Capital City Toastmasters

FREE ☆

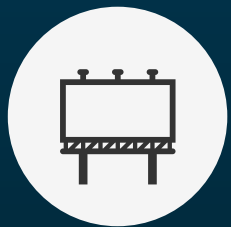
Share

Attend



# YouTube

The screenshot shows the YouTube channel page for 'Madison Achievers'. At the top, there is a search bar and navigation icons. Below the search bar is a video player showing a dome of a building. A red circle highlights a link labeled 'Madison Achievers website' in the bottom right corner of the video player. Below the video player, the channel name 'Madison Achievers' is displayed with a 'SUBSCRIBED' button and a notification bell. The channel has 6 subscribers. Below the channel name are navigation tabs for HOME, VIDEOS, PLAYLISTS, CHANNELS, and ABOUT. Under the 'Uploads' section, a video titled 'Madison Achievers Toastmasters Club Introduction' is shown. The video has 694 views and was uploaded 8 years ago. The description states: 'This video overview of our club was graciously produced by Thomas L. Mathews of Shadow Productions, LLC.' Below the video, there is a section for 'Created playlists'.





### Menomonee Falls Toastmasters

@menomoneefallstoastmasters · ★ 5 (3 reviews) · Nonprofit organization

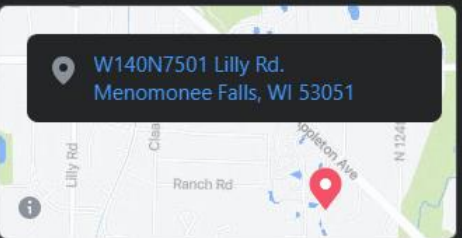
Watch Video

facebook.com

Home Events Reviews Videos More

Like Message Search More

#### About See all

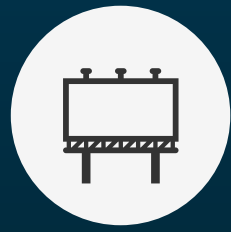


Menomonee Falls Toastmasters is a chartered club of Toastmasters

Create post section with options for Photo/video, Check in, and Tag friends.

#### Pinned post

Menomonee Falls Toastmasters December 9, 2021 · MERRY CHRISTMAS! Looking to 2022 for a New Year & a New Plan? Join us on Dec. 13 and 27 to discover and unleash your hidden public





# PROMOTE – Non-Virtual Tools

## Word of Mouth

- Speechcraft
- Youth Leadership Program
- Open Houses
- Talking to people

## Traditional Media

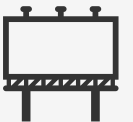
- Public service announcements
- Broadcast media
- Billboards
- Podcasts

## Physical Items

- Club business cards
- Toastmaster magazine
- Paraphernalia
- Promotional brochures and flyers

## Places

- Local government / CoC
- Schools
- Corporate channels
- Offices/Libraries



# ATTRACT – Treat Guests Properly

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# ATTRACT – Before the Club Meeting

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- Check the tools
- Contact prospective guests



# ATTRACT – During the Club Meeting

- Greet guests
- Request introductions
- Sit with guests
- Gather impressions



# ATTRACT – After the Club Meeting

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- Answer questions
- Invite to special events
- Provide information
- Ask the guest to visit again
- Follow up & invite to join



# FEATURES, BENEFITS AND VALUE



Features	Benefits	Value to the Individual	Value to the Organization
<ul style="list-style-type: none"> <li>▶ A self-paced program</li> </ul>	<ul style="list-style-type: none"> <li>▶ Flexibility</li> </ul>	<ul style="list-style-type: none"> <li>▶ Unlimited personal growth</li> </ul>	<ul style="list-style-type: none"> <li>▶ Employee goal achievement</li> </ul>
<ul style="list-style-type: none"> <li>▶ Speech writing and presenting</li> </ul>	<ul style="list-style-type: none"> <li>▶ Critical thinking</li> <li>▶ Effective presentation delivery</li> </ul>	<ul style="list-style-type: none"> <li>▶ Clear communication</li> <li>▶ Confidence</li> </ul>	<ul style="list-style-type: none"> <li>▶ Effective employee communication</li> <li>▶ Better leaders</li> </ul>
<ul style="list-style-type: none"> <li>▶ Weekly interactive meetings</li> </ul>	<ul style="list-style-type: none"> <li>▶ Ongoing experience</li> <li>▶ Overcoming fears</li> </ul>	<ul style="list-style-type: none"> <li>▶ Skill reinforcement</li> </ul>	<ul style="list-style-type: none"> <li>▶ Improved morale</li> <li>▶ Enhanced performance</li> </ul>
<ul style="list-style-type: none"> <li>▶ Table Topics™</li> </ul>	<ul style="list-style-type: none"> <li>▶ Thinking quickly</li> </ul>	<ul style="list-style-type: none"> <li>▶ Self-confidence</li> </ul>	<ul style="list-style-type: none"> <li>▶ Better customer communication</li> </ul>
<ul style="list-style-type: none"> <li>▶ Evaluations</li> </ul>	<ul style="list-style-type: none"> <li>▶ Keen listening skills</li> <li>▶ Constructive feedback</li> </ul>	<ul style="list-style-type: none"> <li>▶ Increased self-awareness</li> <li>▶ Positive mentoring</li> </ul>	<ul style="list-style-type: none"> <li>▶ More productive teams</li> </ul>

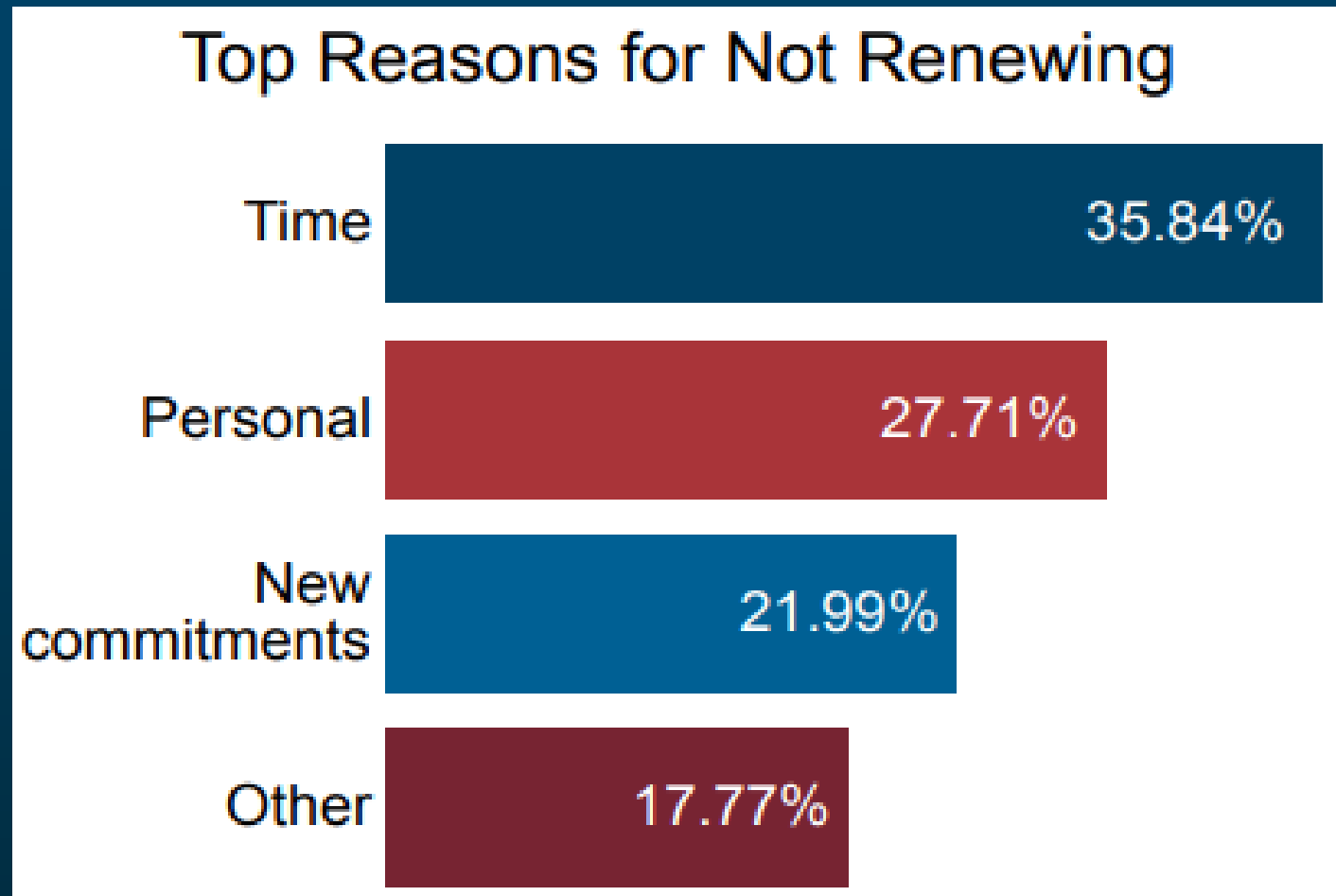


# RETAIN – Delight Club Members

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# RETAIN – Alumni Member Survey



*Source: Toastmasters International, December 2021 Alumni Member Survey*



# RETAIN – How Can We Delight Members?

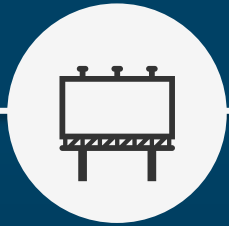
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- <insert ideas here>

- <insert ideas here>



# Growing Club Membership – P.A.R.



**PROMOTE**  
Recruit New Prospects



**ATTRACT**  
Treat Guests Properly



**RETAIN**  
Delight Club Members



# Helpful Resources

Resource Type	Resource	URL
Club Information	Find-A-Club	<a href="https://www.toastmasters.org/find-a-club">https://www.toastmasters.org/find-a-club</a>
Club Website Hosting	FreeToastHost	<a href="https://www.toastmastersclubs.org">https://www.toastmastersclubs.org</a>
Club Website Hosting	Easy-Speak	<a href="https://easy-speak.org">https://easy-speak.org</a>
Finding New Members	Manual & Presentation	<a href="https://toastmasterscdn.azureedge.net/media/dcd-items/291dcdfindingnewmembers.zip">https://toastmasterscdn.azureedge.net/media/dcd-items/291dcdfindingnewmembers.zip</a>
Physical Items	Branded Business Cards	<a href="https://www.toastmasters.org/resources/brand-portal/branded-business-cards">https://www.toastmasters.org/resources/brand-portal/branded-business-cards</a>
Physical Items	Free Club Brochures & Fliers	<a href="https://www.d44toastmasters.org/how-to-get-free-fliers/">https://www.d44toastmasters.org/how-to-get-free-fliers/</a>

# Helpful Resources

Resource Type	Resource	URL
Recruitment	Google Phone	<a href="https://voice.google.com">https://voice.google.com</a>
Recruitment	Membership Building Programs for Clubs	<a href="https://www.toastmasters.org/leadership-central/club-officer-tools/membership-building/membership-building-programs-for-clubs">https://www.toastmasters.org/leadership-central/club-officer-tools/membership-building/membership-building-programs-for-clubs</a>
Recruitment	Prospective Member Follow-Up Email	<a href="https://www.toastmasters.org/resources/prospective-member-follow-up-email">https://www.toastmasters.org/resources/prospective-member-follow-up-email</a>
Recruitment	Speechcraft Program	<a href="https://www.toastmasters.org/education/speechcraft">https://www.toastmasters.org/education/speechcraft</a>
Statistics	Member Satisfaction Survey Infographic	<a href="https://www.toastmasters.org/leadership-central/statistics-and-data-hub">https://www.toastmasters.org/leadership-central/statistics-and-data-hub</a>



PEOPLE WILL FORGET  
WHAT YOU SAID.  
PEOPLE WILL FORGET  
WHAT YOU DID.  
BUT PEOPLE WILL  
NEVER FORGET HOW  
YOU MADE THEM FEEL.

*Maya Angelou*



**WHERE LEADERS ARE MADE**