

District 36
Toastmasters Leadership Institute
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**Planning To Win With
Membership Campaigns**

Outline

Introductions
Speechcraft
Open House
Club Exchanges & Area Activities
District Services
Discussion

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Speechcraft in Brief

Build your Toastmasters team

What is it?

A short, seminar-style presentation that teaches basic Toastmasters skills: speaking and evaluating



Why do it?

Toastmasters members build their meeting management skills by leading the seminar. It's a great way to attract members to an existing club or begin forming a new club.

Participants:

- Get a chance to see what Toastmasters is all about
- Enjoy the camaraderie of a Toastmasters group
- Gain confidence and training in their communication skills

How it works: You can choose how you want to do the presentation!

Do sessions in four, six or eight weeks, 1-2 hours per session

***Speechcraft* may be:**

Presented as part of the Toastmasters meeting which makes it easier for participants to become members at the conclusion of the presentation.

- Invite 5-10 people

- Devote 30 minutes of each meeting to presenting *Speechcraft*

Presented as a seminar-style presentation (outside of club meeting):

- You can invite more people

- Can be tailored to any group or company

- A great way to form a new club

How to Host a Club Open House

Boost membership in your club by hosting a party.

By Lindy Sinclair, DTM

One of the best ways to boost membership in your Toastmasters club is by hosting an Open House. This is a party given by a club with the goal of drawing guests who will become members.

I have broken down the planning process into a general timeline of specific steps – covering approximately five weeks, including the day of the event. There isn't enough space here to give the full extent of steps and suggestions, so I'll be hitting the highlights.

The Suggestion Stage – Day 1

You are the person with the idea. Make an announcement at a meeting suggesting that your club hold an Open House. If – and only if – you have the support of the club, ask for someone to be the lead person for the event. (It may end up being you.)

The supervisor asks members to select three potential dates about five weeks away, and to choose a location. Ask for a volunteer to be facility coordinator; that person will make the reservation within the next few days for the earliest of your three dates that is available at the chosen location.

Choose an audio/visual coordinator and have them order these items from Toastmaster International's Web site (www.toastmasters.org): the [DVD "Welcome to Toastmasters!"](#) (which will be played for the Open House guests), the free pamphlets ["Find Your Voice"](#) and ["Confidence: The Voice of Leadership."](#) and a pad of [membership applications](#).

Everybody Has a Role – Day 8

- 1 The group decides whether to invite a guest speaker or someone from within the club to give a speech illuminating the benefits of joining your club.
- 2 Choose a refreshments coordinator, decorations coordinator and set-up crew.
- 3 An advertising coordinator volunteers to write a one-paragraph press release describing the event. That person sends the release to a local newspaper and places it on the craigslist.com Web site every week until the event.
- 4 Someone offers to design a flier and coordinate flier distribution by all club members.
- 5 The agenda is discussed: how much time will be given to each segment of the event (e.g. Table Topics, speeches).
- 6 A volunteer is chosen to design and print the Open House program.

Now We're Really Rolling – Day 15

- 1 Refreshments coordinator leads discussion about what kind of food you will serve (catered, purchased or potluck) and whether you will need plates, flatware, cups, etc. What is the budget for the food?
- 2 The coordinator asks for three or four members to volunteer to give one- to two-minute speeches about what Toastmasters means to them.

Just Two Weeks to Go! – Day 22

- 1 Assign greeters to make the Open House guests feel welcome.
- 2 Select a volunteer to bring name tags (if you want them) and to write a name tag as each guest arrives.
- 3 You may also want to prepare a [guest book](#).

The Home Stretch – Day 29

- 1 Members each report how many of their guests are coming.
- 2 Based on that number, doubled, the refreshments coordinator makes a shopping list (remember the plates!).
- 3 Supervisor schedules decorations coordinator, refreshments coordinator and set-up crew to arrive an hour before the guests.

The Day of the Open House – Day 36

- 1 A/V Coordinator arrives an hour early to check that equipment and DVD player work. (Have back-up plan in case they don't.)
- 2 After guests arrive, follow your program (DVD, guest speaker, Table Topics or whatever you choose). President or supervisor asks guests for feedback.
- 3 After a 10-minute refreshment break, meeting is reconvened.
- 4 The "What Toastmasters Means to Me" speeches are given.
- 5 At the end, thank guests for coming and let them know that, whether they joined that day or not, they are welcome at your regular meetings.

Aftermath

Club members bask in the glow of a successful event!

For an Excel spreadsheet checklist version of the planning process, e-mail Lindy@LindySinclair.com.

Other Ideas to Explore...

Club Exchanges + Area Activities

- Extra opportunities to speak
- Extra people when needed
- Larger volunteer pool
- Speaker+Evaluator Exchanges

District Services - contact your Area Governor, or Mike Rilee, LGM.

- Knowledge, materials, coordination
- Events: contests, conferences, TLI
- Sponsors, Mentor, Coach
- Other visitors -- Evaluation All Stars, Module presentations, Wandering Toastmasters...

Everyday Things

- Guest packets, Guest registers
- The Membership Application
- Your own story...
- Greeting a guest...
- Role Plays
 - Guests greeted at door
 - Guest introduction
 - President addresses the guests at the end of a meeting
 - After the meeting

Have Fun!

Make Your Dreams Take Flight!

Membership Retention

- Meeting quality
 - Atmosphere, participation, materials, manual speeches, CL manual, protocol
- Varied & interesting program
 - Active, interested, involved members (what's after the CC?)
 - Volunteer opportunities - help the club, Toastmasters
 - Member: Sponsor, Mentor
 - Club: Sponsors (club & individual), Coach/Mentor, Demo Team
 - Neighboring club -- visits, speaker & evaluator exchanges
 - Speechcraft, Youth Leadership
 - Visitors -- clubs, District (educational modules, motivational speeches, planning)
 - Awards: Toastmaster of the Year, Club of the Year
- Modules
 - Better Speaker Series (ACS), Successful Club Series(ACS,ALB), Leadership Excellence (ALB), Success/Leadership (ACG), Success/Communication (ACG)
 - Moments of Truth, Evaluate to Motivate, Meeting Roles, Closing the Sale, Beyond the Club...
- Events -- Open houses, Contests, Area Governor visit, outings, picnics, invasions

Growing Membership

- Get the word out: work with VP-PR (website, newsletter, flyers, posters...)
- Club Climate
 - Guest experience
 - welcome, guest book, atmosphere, written agenda, guest packet
 - role play -- hello, q&a, explain TM, sit with them, follow up at end
 - Always ask guest for comments at the end of the meeting
 - Always invite guest to join, invite to visit again
 - Follow up in interim, thank you notes, next meeting reminders
- Guest Packet
 - Welcome letter, Application Form, Ice Breaker Project, TM Magazine/inspirational article, Business Card/Contact information, Meeting calendar, meeting explanation, TM program explanation, TM flyer (e.g. Welcome to Toastmasters, Confidence...), explain any special club procedures for joining, biographical info sheet/questionnaire (mentor application...)
- Orient new members quickly, schedule Ice Breaker (work with VPE)
- Speechcraft -- District will provide materials and can help you plan
- Open House -- Invite your Area Governor and others!
- Membership Contests
 - Smedley (Aug-Sept), Talk Up Toastmasters (Feb-March), Beat the Clock (May-June)
- Low member club -- get help, ask Area Governor
 - Eligible for a Coach if membership 12 or under -- ask Area Governor and LGM
 - Plan an Open House, invite everyone, esp. Toastmasters, to fill it up
 - great program, enthusiastic audience --> new members
 - Speechcraft? Work with District & nearby clubs to staff
 - Share meetings with nearby clubs

7 Tips for Keeping Club Members

1. *Have Fun!*

- Provide a club atmosphere where creativity is appreciated and members can challenge the skills and abilities of themselves and others without fear
- Fun + Education = Growth and Success

2. *Show Members You Care About Them*

- Call or write to absent members to show them that they are valued by your club
- Invite former members to return and visit the club to see old friends and discover how the club has progressed
- Encourage members to seek out club and district leadership opportunities

3. *Provide Theme Nights and Varied Club Programming*

- Have monthly or quarterly theme nights that vary from the regular agenda
- Participate in Toastmasters speech contests
- Have your entire club visit another local club

4. *Conduct Member Surveys*

- Find out what your club members are thinking about the club and its members
- Make your own survey or buy a printed version from Toastmasters International
- Have entry surveys for incoming members and exit surveys for departing members—ensure that you are meeting the needs of all members

5. *Begin a Club Mentor Program*

- Use the Successful Club Series Module on Mentoring to set up a club mentoring program
- Guiding new members ensure that they stay to become veteran members

6. *Encourage Manual Speeches*

- The variety of 15 advanced manuals will help members to continuously challenge themselves
- The goal of obtaining an educational award will motivate members to stay in the club

7. *Ask For Help*

- Ask members to serve as club officers
- Ask members to help set goals for the club
- Ask members if they are happy with the way the club is operating
- Ask your Area Governor, Division Governor, or District Governor for help

SIX SPECIFIC ACTIONS LOW MEMBER CLUBS CAN TAKE TO REBUILD THEMSELVES

Dilip R. Abayasekara, DTM, Accredited Speaker

The six steps described below are sequential because they build one on another. These steps are based on personal experience. In one case, a Club that had a membership of 8 with only 3 active members began to practice these strategies. In a 12 month time period it grew to 39 members, #1 in the District and #3 in the world. It can be done!

1. Club Leaders Catch the Vision! Important steps to this:

- (1) Club Officers get trained.
- (2) Understand the mission of the Toastmasters Club.
- (3) Understand the elements of effective leadership - this is especially important for the President and VPE.
- (4) Understand why people join Toastmasters, why people stay in Toastmasters, why people leave Toastmasters.
- (5) Be exposed to knowledgeable, inspired and inspiring Toastmasters.

2. Become Aware of the Resources Available to Help Rebuild the Club and Call on Them

- (1) *Other Toastmasters* Area Governor, other experienced and caring Toastmasters, nearby strong Clubs, Club Specialist, if appropriate.
- (2) *Resources from WHQ* 'How to Rebuild a Toastmasters Club' booklet, Better Club series, Leadership Excellence series, Success/Leadership, Success/Communication, especially Moments of Truth and the Art of Effective Evaluation.

3. Embrace the Mission Statement of the Club

- (1) Begins with the President and VPE, and then the rest of the Executive Committee.
- (2) The Club mission statement is shared with the members of the Club.
- (3) The mission statement is lived by example by the Club officers.

4. Create a Vision of Success for the Club and Use the DCP

- (1) Begins with the Executive Committee and then is transferred to the rest of the members.
- (2) Survey the needs and desires of the members.
- (3) Set up educational program to meet the needs of the members.
- (4) Set DCP goals and strategies to achieve them.
- (5) Get members' buy-in for a strong, vibrant Club.

5. Track and Communicate Progress

- (1) Track individual members' educational progress and communicate this to the rest of the Club members. (Use wall charts, newsletters, e-mail, etc.).
- (2) Track and communicate Club's progress toward its DCP goals. (Celebrate as each goal is reached!).
- (3) Engage in other tracking and communicating too, such as Club Toastmaster of the year award.

6. Create a Winning Club Culture

- (1) Make consistent educational excellence a standard expectation.
- (2) Build and maintain a strong mentoring program.
- (3) Build and maintain professional meeting standards (mentoring will be required here).
- (4) Have fellowship and fun!
- (5) Have a strong public relations and membership building emphasis.
- (6) Recognize and show appreciation to members.
- (7) Maintain administrative standards (dues collection, Club Officer list, etc.)
- (8) Become active in Area, Division, and District activities and beyond.

100's of Membership Building Ideas

- Ask a member from another club (look for one who you believe is especially motivational in their speaking ability) to do an education module at one of your club meetings. Create a guest list to invite prospective members who can benefit from the topic. Choose from the Successful Club or Successful Speaker series. (Note: the evaluation and listening modules work particularly well.)
- Create a holiday invitation (St. Pat's, Halloween, Thanksgiving, spring, etc.) and ask each member to hand out invitations to friends and co-workers. Plan your agenda around a holiday theme.
- Plan a special showcase meeting. Invite members from around the district to present a special program. Invite guests and be ready to sign them up on the spot.
- Conduct a Speechcraft. If you do not have enough members to successfully launch the program, call on members from other clubs to help out. Warning: don't expect someone else to do all the work, though. Charge a fee for the speechcraft that will cover the new member fee and the first six months of dues. At the end of the speechcraft, offer a "free" membership to all successful participants.
- Take your show on the road. Schedule your meeting in a new location where it will get new visibility. Suggestions: community center, library, retirement community, book store, etc. Get the facility to help promote your special appearance. Invite guests.
- Appreciation night: Honor a community member at a special meeting. Ask the guest to say a few words promoting Toastmasters. Be sure to have lots of guests to help express your appreciation.
- Design a club brochure and distribute it to prospective members.
- Ask your Chamber of Commerce to list your Toastmaster meeting information in their newsletter.
- Consider starting an advanced club that focuses on in-depth evaluations. Suggestion: each speaker should have three evaluators, in addition to the manual evaluator. These evaluators would concentrate on a specific area, such as: visual presentation (gestures, body language, use of space, etc.); verbal presentation (verbal crutches, creative language, variety, pitch, tone, etc.); and content (organization of thought, opening, body, close, impact on audience, etc.).
- Advanced club idea: Start an advanced club that focuses on club building ideas. Have all educational presentations and speeches concentrate on the topic of club leads, strengthening weak clubs, prospecting for members, etc.
- Develop a web site listing your club information. Make it visually appealing and interesting. (NOTE: Toastmasters has specific guidelines regarding web sites. Be sure to check this information.)
- Use the videos from Toastmasters at a specially designed recruiting meeting. (NOTE: Your LGM and Division Governor should have these videos.)
- Contact your city's various cultural centers. They may be interested in starting a speechcraft for their members or perhaps a club. (NOTE: Many of these individuals will have English as a second language. It may be helpful to work with someone who is associated with the specific cultural community.)
- Post brochures and flyers about your club at your local library.
- Post brochures and flyers about your club at local book stores, both new and used.
- Invite a prospective member to attend a conference with you.
- Invite your family and friends to attend a speech contest.
- Have a guest book at your meetings, and ask each guest to sign. Follow up with each guest by sending a thank you note and inviting them back to another meeting.
- Offer to pick up a guest so you know that they will make the meeting.
- Listen to your guest talk about their interests and reasons for visiting your club. Then match them up with a club member who has similar interests. Ask them to join.
- Make sure you have lots of membership applications readily available at every meeting.
- Order membership supplies from the Toastmaster catalog. Make sure you re-order before you run out. Have these available for guests.
- If members belong to more than one club, ask them to bring their extra copies of the Toastmaster magazine to your club meetings. Prepare a binder with these copies, and have it available for review by guests.
- Plan a club membership building contest.
- Have an occasional social meeting to recognize the family and co-workers of your club members. Remember it is the support of these people who help enable the club member's participation. It's nice to include them once in

awhile. (NOTE: This is often done successfully around a holiday or other special event.)

- Make your meetings fun. People will want to invite guests to share in the fun.
- Keep business to a minimum at meetings when you have guests. Guests don't care about the business any way. If you don't have business to conduct, skip the business meeting all together.
- Send out press releases on all your activities. Don't be discouraged if it takes awhile to be noticed. (NOTE: Small community newspapers are likely to give you the best coverage.)
- Send personal notes to members that you haven't seen for awhile. Let them know that you've missed them, and are anxious to have them back.
- Keep in touch with absentee members by sending out a review of each meeting by e-mail.
- Buy a classified ad in your local paper.
- Have club business cards made with your meeting date, location, time, and a contact number. Pass them out everywhere.
- Develop a mentor program. This will help encourage new members to keep involved with the program, and will help long term members renew their enthusiasm.
- Run a Toastmaster ad in your company newsletter.
- Invite your boss to a club meeting.
- Make a list of all the people you know who would benefit from Toastmasters. Invite one person from the list to each meeting. Ask them to join.
- Have a procedure to follow up on new member leads.
- Put a Toastmaster bumper sticker on your car.
- Use a Toastmaster coffee mug at work.
- Wear your Toastmaster pin on a regular basis, not just at Toastmaster meetings.
- Sponsor a Toastmasters booth at community events. Follow up with people who express an interest.
- Promote Toastmasters at Career Fairs and Employment Fairs. Have a plan to follow up with interested individuals and groups.
- Start a speakers bureau. Make sure your speakers promote Toastmasters at their engagements.
- When someone compliments you on a presentation or a speech, be sure to mention that you developed your skills in Toastmasters. Ask if they would be interested in doing the same.
- Ask your doctor, dentist, optometrist, etc., if you can leave Toastmaster brochures in their offices. Make sure there is a phone number to call for more information.
- Ask your guests for feedback after a meeting. Then listen to what they liked and didn't like. Make changes as appropriate.
- If a guest visits your club, but the meeting time or location doesn't work out for them, make sure you refer them to another club. Contact a district officer if you need help in doing this.
- If a member announces that they will be moving, or have accepted a new position that doesn't allow them to continue with club meetings, have a going away gift for them --- a list of the Toastmaster clubs that meet where they will live or work. Let them know that they can transfer their membership.
- Start an advanced club that does television work. Contact your cable access channel or a vocational school that does this training.
- Does the company where you work have a Toastmaster club? If not, start one. Contact a district officer for assistance.
- Have a Table Topics session that is based on membership ideas. Make sure someone writes down all the ideas and then plan a follow up strategy.
- Challenge the other clubs in your area to a membership contests.
- Challenge another club to a membership contest. Loser buys pizza for the winning club.
- If you belong to other organizations which schedule speakers try to include a fellow Toastmaster on the program.
- Write articles for your local newspaper. Make sure your biographical information includes your Toastmaster membership.
- Read your Toastmaster magazine each month. There are good membership ideas in it.
- If you have a strong club, consider being a "big brother" to a struggling club. Help out with speakers, evaluators, and just being an audience member.
- Start an advanced club that focuses on storytelling.
- How many clubs do you belong to? If the answer is one, consider joining another club (at work or home) or maybe an advanced club.
- Plan an executive committee meeting and brainstorm for ideas about how to reach prospective members.

Check Mike Rilee's bookmarks for the other 2 pages!

Web Resources

Adding New Members	www.toastmasters.org/addnewmembers
Agendas for Meetings	www.toastmasters.org/agendas
Apply for Awards Online	www.toastmasters.org/clubbusiness
Communication Track	www.toastmasters.org/commtrack
Conduct Club Business	www.toastmasters.org/clubbusiness
DCP Rules and Requirements (PDF)	www.toastmasters.org/dcpmanual
Educational Program	www.toastmasters.org/educprogram
Leadership Track	www.toastmasters.org/leadtrack
Meeting Roles Descriptions	www.toastmasters.org/meetingroles
Membership Applications (PDF)	www.toastmasters.org/membershipapps
Membership Building Contest Flier	www.toastmasters.org/1620_flier
Membership Building Contest Reports	www.toastmasters.org/membershipcontests
Order Form (PDF)	www.toastmasters.org/orderform
Order Products Online	www.toastmasters.org/shop
Organization Chart (PDF)	www.toastmasters.org/orgchart
Policies and Procedures	www.toastmasters.org/policiesandprocedures
Recognition Awards	www.toastmasters.org/awards
Simple Membership Building Contest; A	www.toastmasters.org/simplecontest
Speechcraft Description	www.toastmasters.org/speechcraft
Success 101	www.toastmasters.org/success101
Success/Communication and Success/Leadership	www.toastmasters.org/successprograms
WHQ E-mails for Member Questions	www.toastmasters.org/departments

Toastmasters International Resources

<http://www.toastmasters.org>

District 36

<http://www.district36.org>

Club Officer Roles

<http://www.toastmasters.org/Members/OfficerResources/ClubOfficerResources/ClubOfficerRoles.aspx>

VP-M Guide – mailed to the Club President of record, or free and online

<http://www.toastmasters.org/Members/OfficerResources/ClubOfficerResources/ClubOfficerRoles/VPM.aspx>

<http://www.toastmasters.org/whenvpm2010>

Membership Building tips & tools

<http://www.toastmasters.org/Members/MembershipBuilding.aspx>

Club Officer Resources & DCP

<http://www.district36.org/dcp/index.htm>

<http://www.toastmasters.org/Members/OfficerResources.aspx>

<http://www.toastmasters.org/Members/OfficerResources/Reports.aspx>

<http://www.toastmasters.org/Members/OfficerResources/ClubOfficerResources/DCP.aspx>

Member Experience

<http://www.toastmasters.org/Members/MemberExperience.aspx>

Free Resources & Found Online

<http://www.toastmasters.org/MainMenuCategories/FreeResources.aspx>

My bookmarks!

<http://delicious.com/mrilee/tli>

<http://delicious.com/mrilee/tli+vpm>

<http://delicious.com/mrilee/toastmasters>