Attracting new members

Goals
- To increase the number of new members joining the club
- To increase awareness of the club values
- To increase awareness of Toastmasters

Objective
- To have an average of 2 guest per Toastmasters meeting
- To introduce 10 people to the club via workshops

Target Group are local people (15km radius) who:
- People who do not know about Toastmasters and would like to improve their public speaking.
- People who know about Toastmasters and would like to try it out.
- Ex-toastmasters that may want to return.

Service Benefits
- To remove a fear of public speaking
- To improve public speaking skills
- To make friends
- To get educational certifications
- To be entertained

Highlight the compelling benefits

In your communications, where you have the opportunity to, focus on highlighting benefits at an emotional level.

What pain does toastmaster relieve or what enjoyment does it bring them personally?
- To overcome fears
- Self-Improvement
- Increase self esteem
- Enjoyment

What new members are least concerned about:
- Most decorated club.
- Toastmasters recognized.
- New club.

While these might be admirable traits, they are not necessarily going to drive people at an emotional level.

Some examples of how you might introduce the benefits of the club might be:
- The 10 step method to improve public speaking skills.
- A safe place to overcome the fear of public speaking.
- A fun place to improve your public speaking skills

An example of how you might improve and existing notice on your site might be:
"Open Night" - We are delighted to introduce you to our first open night.
PROMISE A BENEFIT
"Public Meeting" - How to overcome your fear of public speaking

Branding

Your brand is how people feel about your business or club. The closest word to it is reputation. Your brand is what others see your club as and what it does - **not** what you think it is. Your brand delivers a promise and values.

So what are your promises and values? They might be something like:
- To help people improve themselves
- To provide a safe environment for education
- To be supportive and inclusive

Are your values coming across in all touchpoints? Name, flyers, tagline, website. Keeping you values and message consistent on all communications will help the public get a better idea of what the club can do for them.

Website

Your website should be user centric. Web users come to a site with an intent. They are not passive. They want the answer to a question they have. Your goal is to satisfy their intent ASAP.

So what questions do they have? Let's go back to our target group. What questions do they have that your site could answer?
- Is there a Toastmasters Club in your town?
- Are there any public speaking courses in your county?
- How can I improve my public speaking skills?
- What is Toastmasters?
- I'm terrified of speaking in public, are there any safe places to help me overcome this?

Pages or content pieces that answer these questions
- How to improve your public speaking
- What is Toastmasters
- Testimonials
- Where and when
- About our club and values

Focusing just on answer these primal questions might mean leaving out things that be superfluous to answering the user's questions, for example things like:
- List of members
- List of Officers
- News
- Links

Bootcamps

Consider organising a public speaking workshop aimed at complete beginners (those who have never practiced public speaking and those who are not familiar with Toastmasters). Beginners are the largest part of our target group so there is a greatest chance for acquisition. (Also a great way of raising funds for your club)

As we are targeting beginners we should tailor the event around topics / curriculum that is most beneficial to that group. This could include things like:
- Improve your Public Speaking workshop
- How to Overcome the fear of Public Speaking
- What every good public speaker does
- Introduction to Public Speaking - Bootcamp
- How to write super speeches in 10 minutes

This event could be a half day weekend or single evening. Keeping it a short event will make it accessible to more people. As the ultimate goal is to introduce people to the club then the greater the number we can attract the better.

Likewise, we could tailor specific bootcamps for 'Ace that best man speech'…. Or 'Immediate Impact with Interview Techniques', or The Leaders Edge Workshop…. This can be appealing for small/medium/large corporates.

This could be promoted via Meetup.com and a daily deals site like Groupon, EventBrite and Facebook.

Meetup
Meetup is a popular event noticeboard. While very popular in Dublin (probably due to higher population and number of people who've relocated and are looking to establish connections) it may be worth trying it in your area.

The Toastmasters Dublin 18 Meetup group has amassed over 1000+ members in under 10 months. Currently we are getting about 2 guest on average per event attending directly from Meetup. It is worth noting that we are not progressively promoting this channel as we are hitting our target of 4 guests per event.

Meetup could be set up on a Area basis… with each VPPR actively contributing for each of their meetings.