



Suggestions to increase club membership

- Ask someone (everyone)
- Bring a guest
- Advertise in newspapers
- Sample or demonstration meetings
- Letter or personal contact with local businesses
- Contact with Chamber of Commerce
- Bookmarks inserted in Library books
- Public meetings at malls, outdoors, etc
- Speechcraft
- Booth at malls, fairs, festivals, etc
- Pamphlets in doctor’s surgeries, hospitals. Etc
- Host an open night
- Contact past members
- Hold membership drives and contests
- Warm greeting
- Guest information packet
- Encourage, but don’t force, table topic participation
- Ask for comments
- Clearly mark room
- Club business cards
- Distribute extra magazines in waiting rooms, etc
- Hold high-profile meetings
- Advertise at local collages
- Have a guest speaker
- Have a program for non-members (ie bootcamp)
- Make prospective members feel important
- Have enjoyable programs
- Make some meetings social events
- Have a club web page
- Use email
- Put posters in stores
- Ask corporations and employers to sponsor or subsidise membership
- Have a reward program for those who bring in new members
- Create more fun
- Invite the media
- Use word of mouth
- Network with coworkers, family & friends
- Follow up on guests
- Have educational meetings
- Have incentive for those who join
- Members give talks at other organisations
- Hold joint meetings with non-toastmasters groups
- Encourage members to provide workshops
- Give workshops in other clubs

- Share your Toastmasters experience with others
- Participate in community events
- Write letters to community groups
- Be active in Chamber of Commerce, rotary etc.
- Have a club newsletter & send to guests
- Have a club brochure
- Hold a public debate
- Meetup
- Members should be prepared
- Have a planned agenda
- Encourage interclub visits
- Form/join a speakers bureau
- Teach public speaking at colleges
- Hold public workshops
- Wear your pin
- Mention Toastmasters at other organisations
- Visitor day – members send 10 invitations out
- Talk up Toastmasters to people with speaking issues
- Ask a guest to join
- Advertise in church bulletin
- Tell everyone about the benefits of Toastmasters
- Have informative meetings
- Give testimonials
- Attract a wide range spectrum
- Get experienced TMs to join as duals
- Promote humour in speeches
- Have table at trade shows
- Do talk on radio
- When someone notices your progress – tell them why
- Hold POP UP MEETINGS – at various different venues
- Have new member kits
- Hand out flyers and brochures
- Meet at a good location
- Explain the structure of Toastmasters
- Corporate clubs provide brochure for new employee packets
- Display the trophies
- Display banners at town parades
- Ask the district for support
- Have friendly meetings
- Lead by example
- Hand out invitation cards
- Hold bootcamps (wedding speeches, interview)
- Hold Leadership events
- Share video interviews with members on facebook
- Hold fund raising events

Available from Toastmasters International (www.toastmasters.org)

<ul style="list-style-type: none"> Find your voice. <i>(Item 99)</i> Confidence. The voice of leadership. <i>(Item 101)</i> Expanding Your Horizons <i>(Item 211)</i> Training Club Leaders <i>(Item 217)</i> 	<ul style="list-style-type: none"> The Benefits of Toastmasters Membership <i>(Item 354)</i> Let the World Know <i>(Item 1140)</i> Toastmasters Recognition <i>(Item 1212)</i> Achieving Success as VPPR <i>(Item 1311A.4)</i>
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CLUB OPEN NIGHT



Each meeting is an opportunity for guests to obtain the Toastmasters experience. However your clubs may want to focus on open nights at particular times during the year. (Sept – Nov) and again (Jan-march).

Open Night Suggestions:-

Find free ways of advertising your event.

Warm welcoming committee



Welcome pack including a Toastmasters magazine, a brief bio of your club including meeting dates for year and meeting time, membership application form, overview of meeting roles

Invite local newspaper along to take photos and maybe local radio to do some interviews

Agenda - reduce to accommodate a longer break.

Have An IceBreaker and a more advanced speech, ask speakers to explain how they benefited from their Toastmasters experience.

Entertaining table topics session with maybe one or two topics that guests could be invited to reply to or have a poem and invite guests to read a few lines from a poem.

Professionally run meeting, on time, Toastmaster has to be fully prepared & all participants should be fully prepared i.e. run a slick operation

Emphasise social dimension of your club

Pay attention to every detail – dot your I’s & cross your T’s

Timer should be professional and explain clearly why speeches are timed

Following up

Send a report of the meeting to the local newspaper with photographs (but not of guests unless you’ve checked with them that it’s okay)

Follow up with a call or email (within 2 days of meeting) and invite them back and ask what they enjoyed about the meeting.

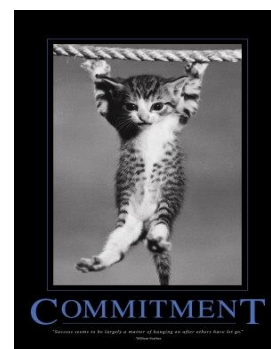
Email them a reminder of the next meeting and an Agenda a couple of days ahead of the meeting – (consider personalising the email while still guests)

Put a report of the meeting on your website & FB

Notes:

My Open Night date will be :

Things to do for my open night:



THE DO'S AND DON'TS OF PR



Do.....

- Read your local print publications such as newspapers and magazines for writers who cover community clubs and events. Review the journalist's style of writing and how the articles are written so you can tailor your pitch.
- Tune in to TV and radio news programs frequently to learn how they handle publicity – especially public service announcements or routine meeting announcements.
- Complete your homework before the event. Develop several newsworthy angles that showcase your message.
- Treat news contacts as busy, hard-working professionals. Determine what they expect and look for in news releases. Provide information that is news worthy. Always remember that timeliness is important for most stories, so submit your news releases well in advance of media deadlines.
- Make sure your pitch and news release include the most important information about the event.
- Submit good photos with your story, or at least have them available in digital form.
- Accept the possibility that the media will not be responsive to you and you will get turned down.
- Be grateful for those you win.
- Encourage all members of your club to come up with original ideas for member activities and be sure to promote the best ones – the ones of interest to the community.

Don't...



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- Carelessly fire off a pitch or news release with vague, general statements. Your story has to show not tell, and you must convince the editor to cover your news. Getting editorial coverage is fiercely competitive.
- Make the mistake of telling the media what you want from them. Instead, ask the editor if he or she is interested in your story, or if there are any other reporters in their newsroom who would be interested.
- Harass your contact by complaining or asking why they weren't interested in covering your event or running your news release.
- Embarrass yourself by asking your newspaper contact for a clipping or a copy of the paper in which your article appeared. If you want one, buy it or find it online.
- Find fault or complain if your release is re-worked or even totally rewritten. (Unless facts have been significantly altered.) Be grateful for the free publicity you received.
- Offend your contacts by telling one media contact that another media source used your news release.
- You could alienate your contacts.
- Fret about publicity that didn't happen. Focus on the future.
- Abuse a friendship or business connections with unfair pressure to use your publicity materials.



When someone takes on these PR roles, they can make great progress along both the communication and leadership pathways in Toastmasters. Here are a few areas where progress can be made.

CL projects (6,8,9 &10)

- ACS Conducted any two presentations from The Better Speaker Series and/or The Successful Club Series
- ACG Conducted a presentation from the Success/Leadership Series, Success/Communication Series,
- ALB Conducted any two presentations from The Successful Club Series and/or The Leadership Excellence Series
- ALS Completed the High Performance Leadership program

There is also an advanced manual on PR which you might also be a good fit for you.

Area & Division PR Reps – opportunity to complete this as a HPL project.

- Share your knowledge of PR with club VPPRs
- Assist VPPRs in increasing public awareness of Toastmasters (media)
- Share knowledge – consider opportunities for public exposure to Toastmasters (Public Speaking workshops; Speechcraft, fund raising events, pop up clubs & other external events)
- Consider events which will benefit the clubs in your Division (stands at shows)
- Give 20 minute educational slots on PR during Divisional & Area Training/Contests
- Chief Editor for Newsletter for 1 month.

How District will support you and your clubs.

- Themed PR conference call once a month where people can share ideas –
- Provide marketing material for events
- Provide some support to ‘bright ideas’ projects.



Incentives:-

- Monthly incentives’ draw for external projects
- Articles published by Chantal – name drawn for Spring Conference ticket.
- 2 sets of ribbons for Open Night incentive.



Documents available in **Dropbox** (20th July). If you would like sooner, please forward an email to me.



- Articles for Chantal
- Attract New Members – Club PR
- Open Night notes
- Let the World Know
- Media Kit