

BOOK
A
VENUE AND
DATE FOR
DEMO MEETING

MAKE AGENDA
AND FILL WITH
MEMBERS AND
TARGETED GUESTS

START A NEW CLUB

BY
BRENDA BELL, DTM
PERTH TOASTMASTERS

PROMOTE
MEETING
- HEARTLAND FM
- SOCIAL MEDIA
- FLYERS / POSTERS

HOLD MEETING
→ GET GUESTS TO
COMPLETE MEMBERSHIP
FORMS AND PAY
→ SET DATE FOR NEXT
MEETING

* FILL IN PAPERWORK

STALLONE D71 GLASGOW

2 - TO HAVE A STRONG
COMMITTEE TO ENSURE
CONTINUITY & CONSISTENCY IN
LEADERSHIP

3 - CURRENT COMMITTEE
IS STRONG & CLUB IS GROWING

4 - TO START SOURCING FOR AND
TRAINING THEIR SUCCESSOR

5 - TO INSTITUTIONALISE THE PUBLIC
RELATIONS FUNCTION, TO REDUCE
DUPLICATION OF EFFORTS, AND FOCUS ON
AMPLIFYING CLUB GROWTH ACTIVITIES

ADRIAN

DGP ✓
DISTINGUISHED!

MEMBER GOAL
ACHIEVEMENT ✓

WELCOME
GUESTS ✓

FUN
MEETINGS ✓

UNMUTE YOURSELF TOASTMASTERS

MEMBER
SURVEY ✓

COMMITTEE &
MEMBER
SUPPORT ✓

CLUB SUCCESS PLAN

REGULAR
COMMITTEE
MEETINGS ✓

MEMBER
RETENTION ✓

NEW

NEW

✓ ACHIEVED!

MORE
MEMBER
GROWTH
+4

DGP:
SELECT
DISTINGUISHED

Dundee Toastmasters

Club 112121

Goal

A new toastmaster for each meeting who plans and leads the event

Result

Achieved, but members felt more training required

Our new goal

An oversubscribed committee for next TM year (ie. lots of competition for roles)

Advice

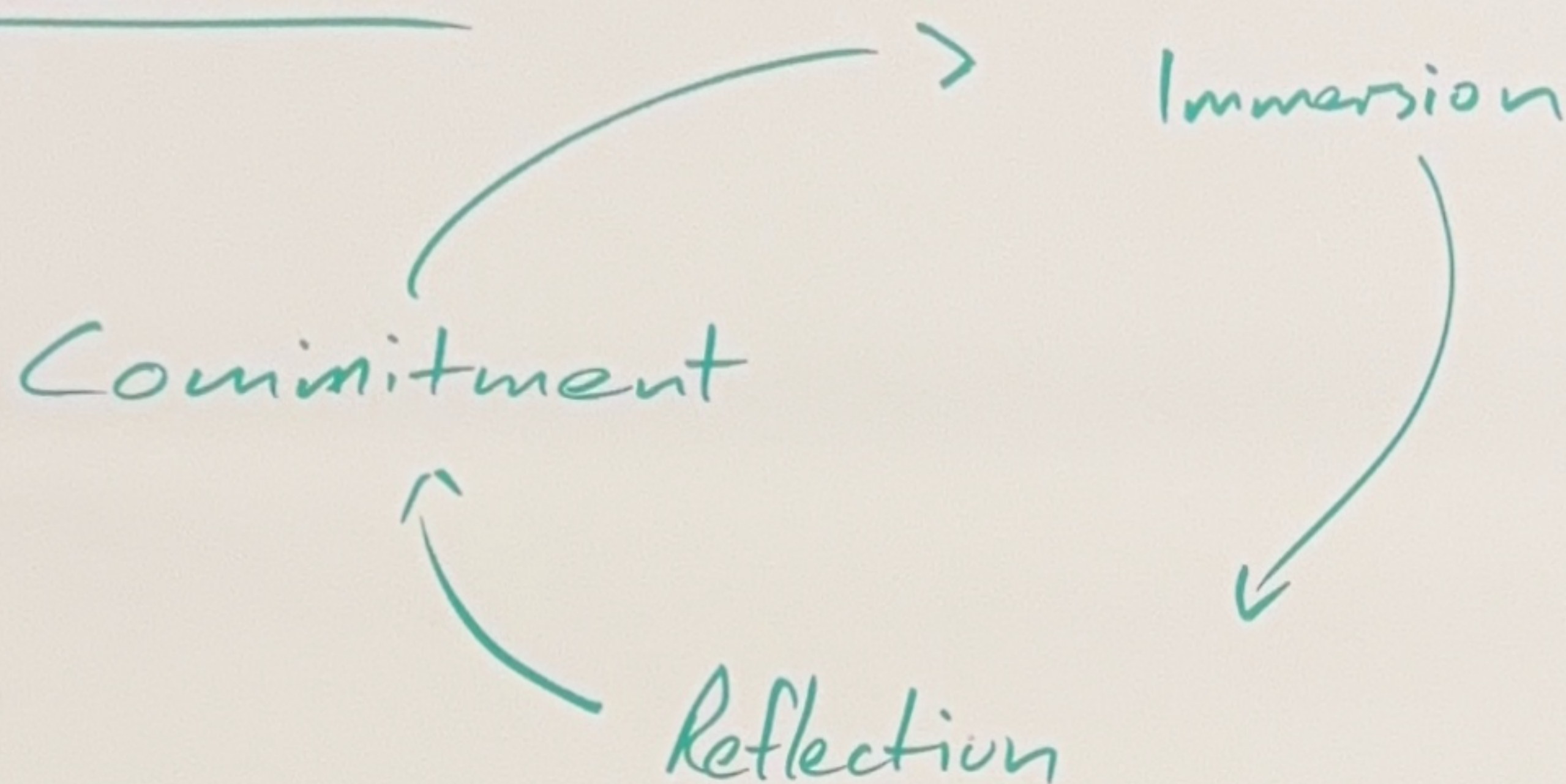
Current VPE: 'I've grown in this role and have more confidence. My successor should be well organised and keen to get engaged.'

Current VPM: 'I've tried to streamline the process and make joining our club easy through online and social media tools. Offering an onboarding support has been well received. Let's develop this further!'



ANTI SOCIAL MEDIA !!

The connection cycle



Social Media interferes
With all three aspects of
finding Connection !!

- 1) Non-committal Social Engagement
- 2) Distracts us from immersive experiences
- 3) Addicts us when we need time to reflect.

Our future members are looking at their screens: This is where we need to reach them.

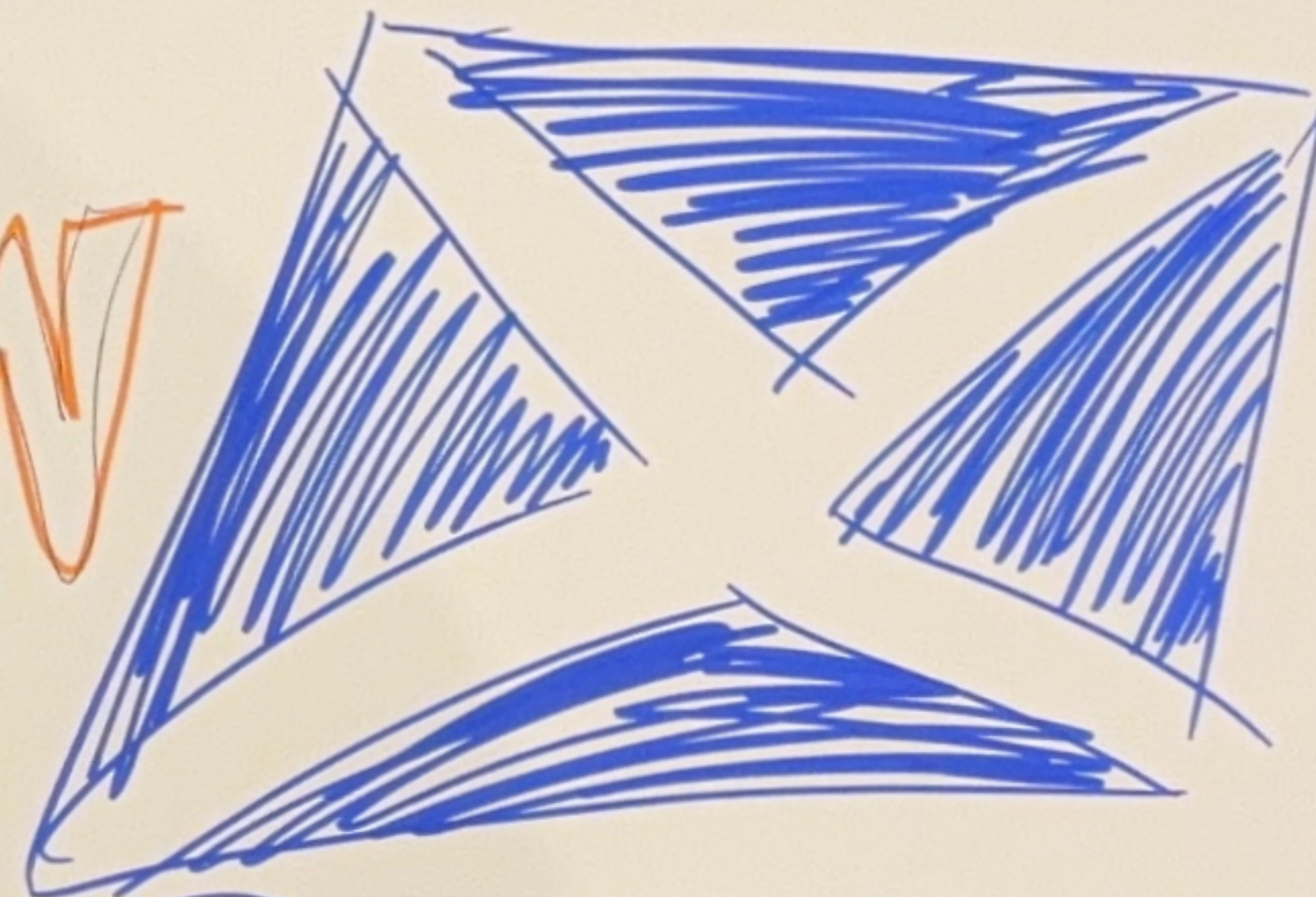
⇒ How can we normalise the recording of video messages?

100 People
at meetings

PR
INFLUENCER

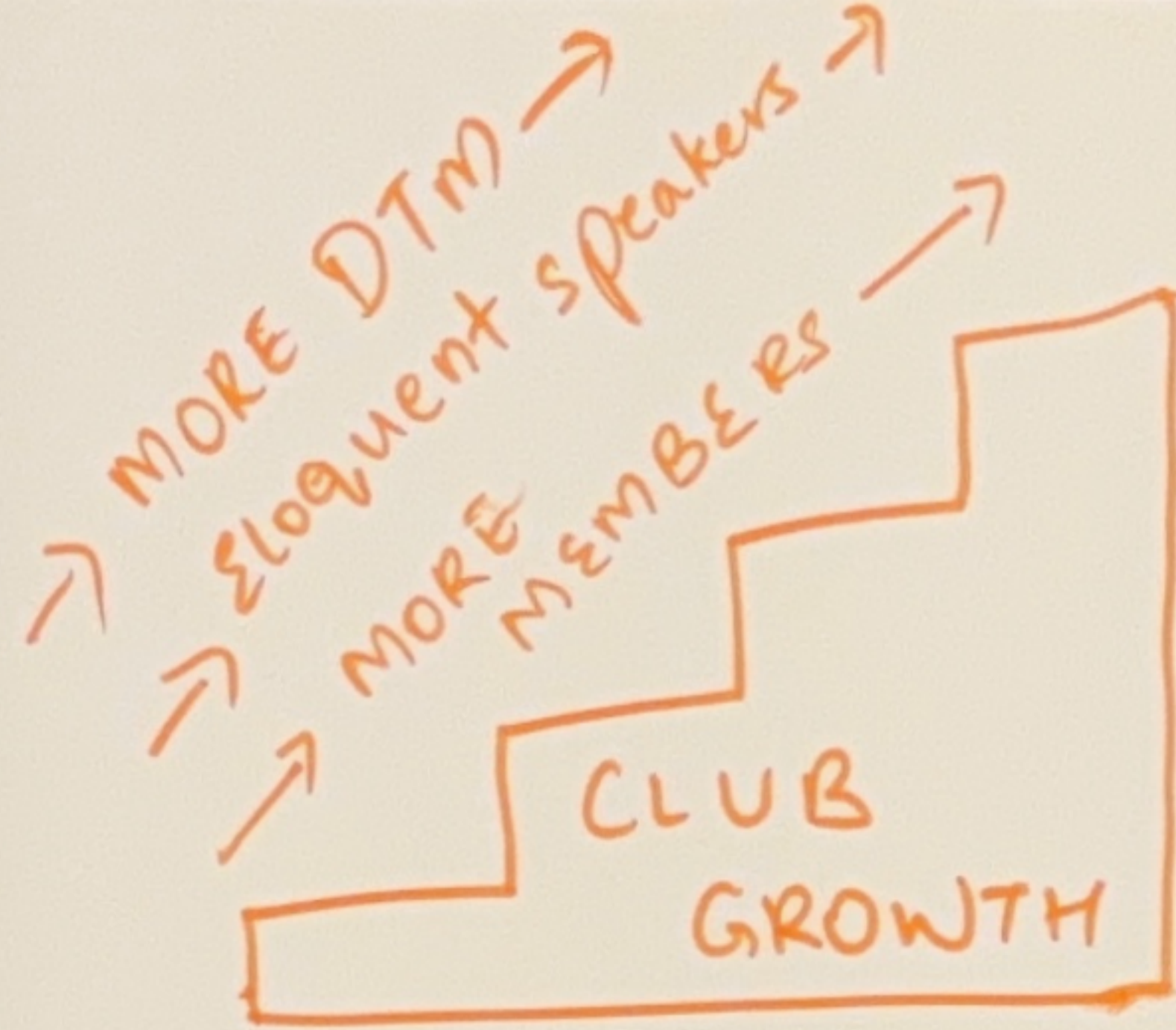
GLASS
W

1,000s of
emails



BRING
A
FRIED

- MANU ANTHONY
- GLASGOW
- DISTRICT 71



☆☆☆ NEW GOAL

🏢 CAMPAIGNS IN SCHOOL/
COLLEGES

💻 VIRTUAL MEETINGS/
SESSIONS

📖 CROSS CLUB
MENTORSHIP



RESULTS

* QUALITY
SPEAKERS

* IMPROVE
CONFIDENCE
IN SPEAKER

* PARTICIPATE IN
COMPETITION

* HELP MEMBER
IN PROFESSIONAL
GROWTH &
PERSONAL
GROWTH

🗣️ ADVISE

♀️ FOCUS ON MEMBER
RETENTION

📱 UTILISE SOCIAL MEDIA
PLATFORM TO POPULARISE
CLUB

🗣️ ENCOURAGE MEMBERS TO
SPEAK

Wesley

District 71

Glasgow

5.

GLASGOW
WEEKEND
BOOTCAMP

BRIDON SYSTEM

INCREASED
MEMBER RETENTION

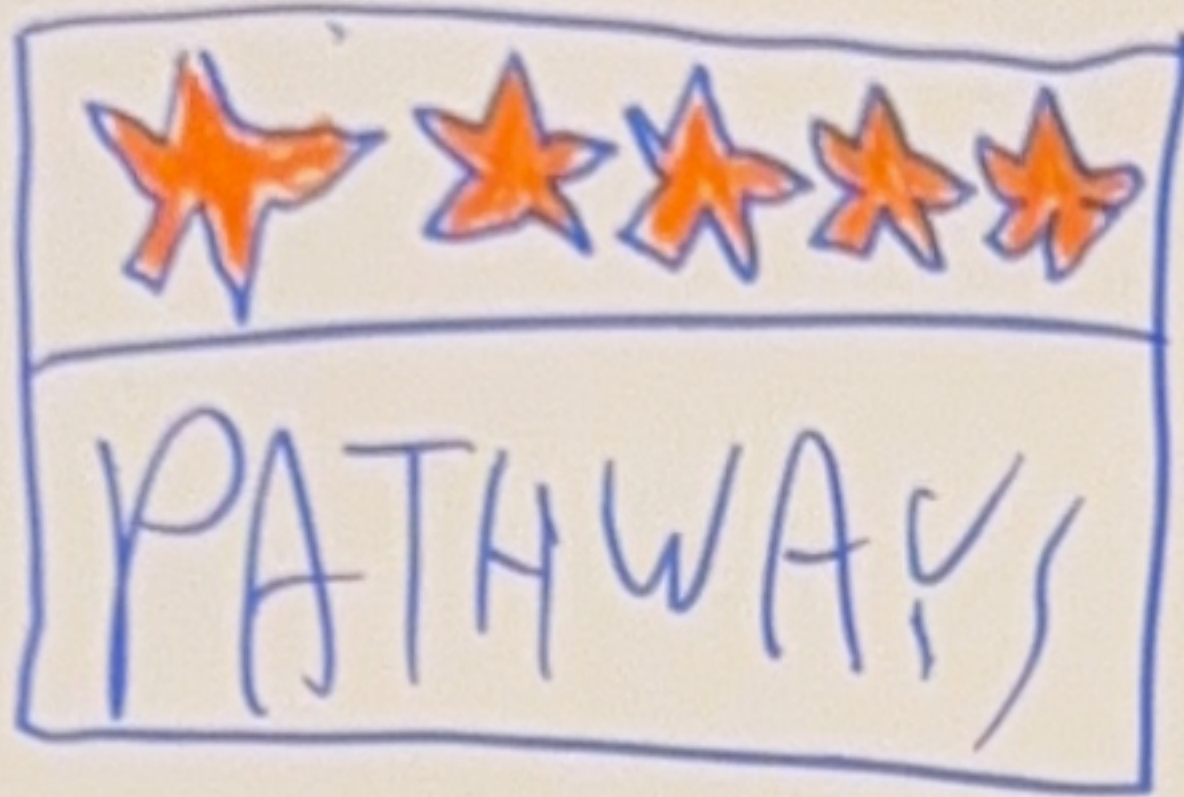
INDIVIDUAL
ACHEIVEMENT

GUEST CONVERSION

OVERALL MEMBER
SATISFACTION

FASTER PROGRESS
THROUGH PATHWAY

MATTHEW D71

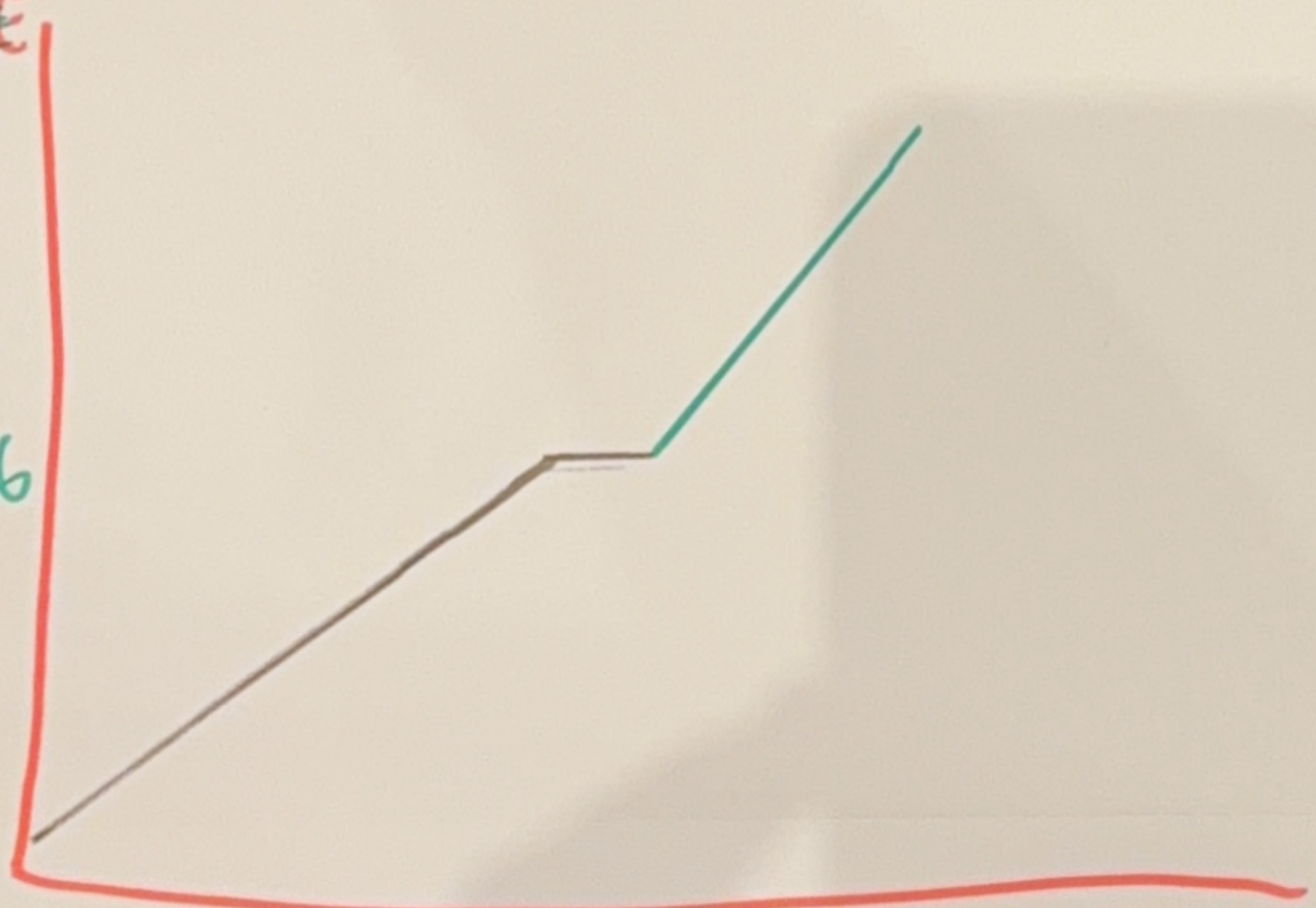


BOOTCAMP

GLASSOW
ACHIEVEMENT
RECOGNITION
MEMBER RETENTION

MEMBER
~~TIME~~

46



BUNDLES
1-1

MEMBER,
TIME

TOASTMASTERS

GAURI MANOJ

EDI [AMPLIFIERS]

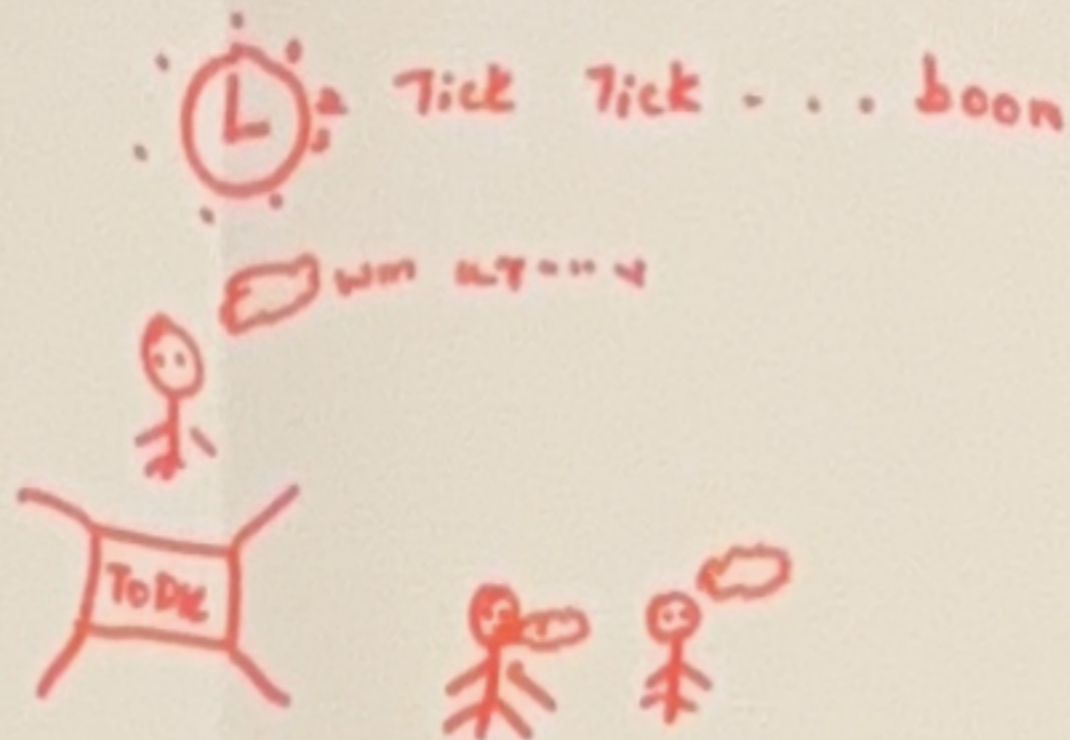
MY CLUB GROWTH GOAL for first half of the year:

Be an active participant in attending the meetings, taking up Roles.

→ Participated as a timer

→ UtdUr counter

→ Table topics



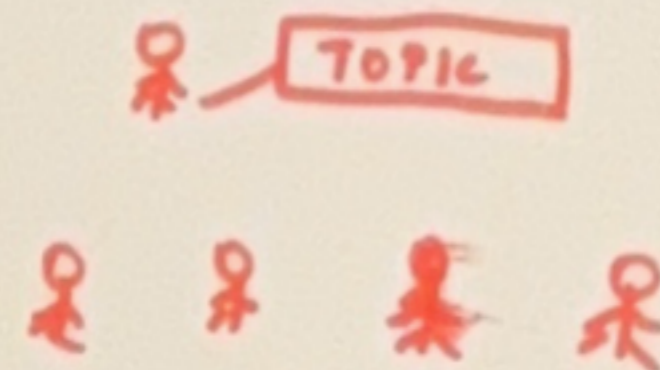
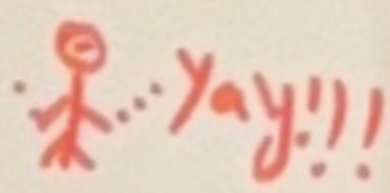
Results & impact

→ Attended most sessions

→ Participated & felt confident in the crowd within group

→ Looking forward for the session

→ Getting to know more people



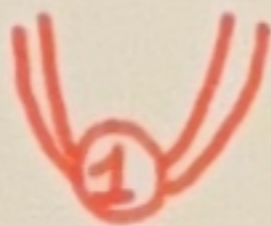
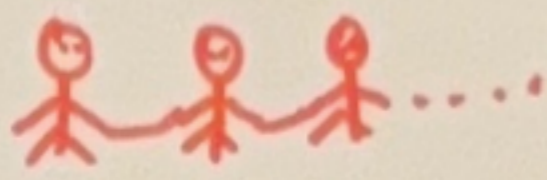
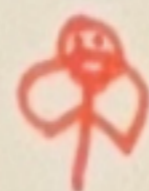
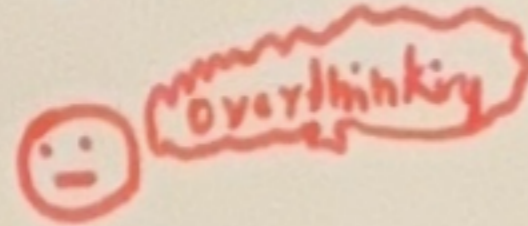
Takeaway for your success

→ Don't be overthink

→ Don't stress about speaking if you don't want to

→ Come along

→ Practice more & you'll have fun



New goal / Impact on D.M & growth.

→ Start with pathways

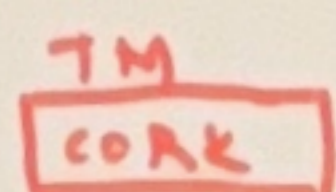
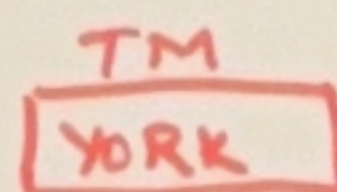
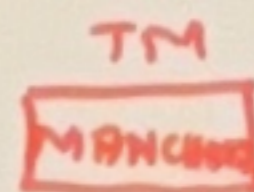
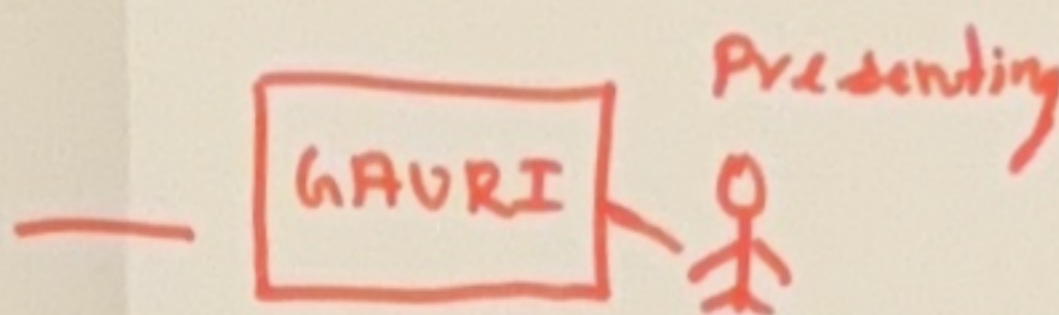
→ Give my first speech [Ice-breaker]

→ Working your way up & try giving more speeches.

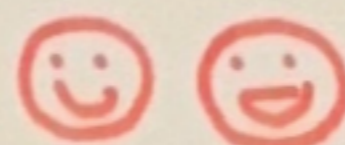
→ Active participating in roles.

→ By being more active & getting more people ~~part~~ urging new groups to be formed.

→ Being able to present in other clubs.



etc....



GOAL 1:

No of members

45



Result

48



GOAL 2:

* Increase conversion rate

PROSPECT → MEMBER

by 60%

ADVICE: Attend all possible training session



GLASGOW TOASTMASTERS

DISTRICT 71

- Magda -

DAN LIU

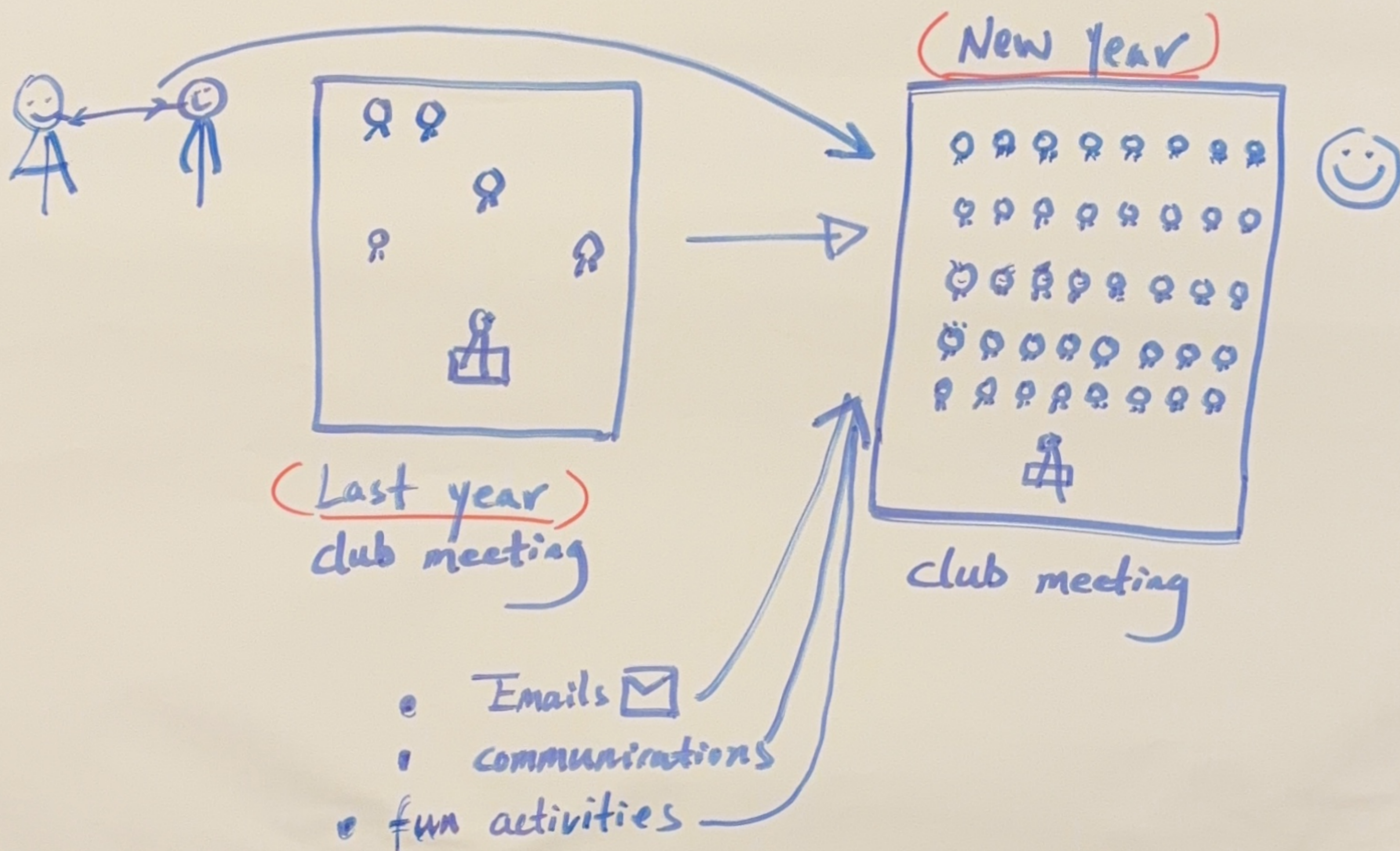
D71
The Amplifiers
Edinburgh

New Goal: Be VPPR

Reach out wide audience

Reach out individuals

Impact: promote club and
help club growth



Spread awareness about Elevate Program

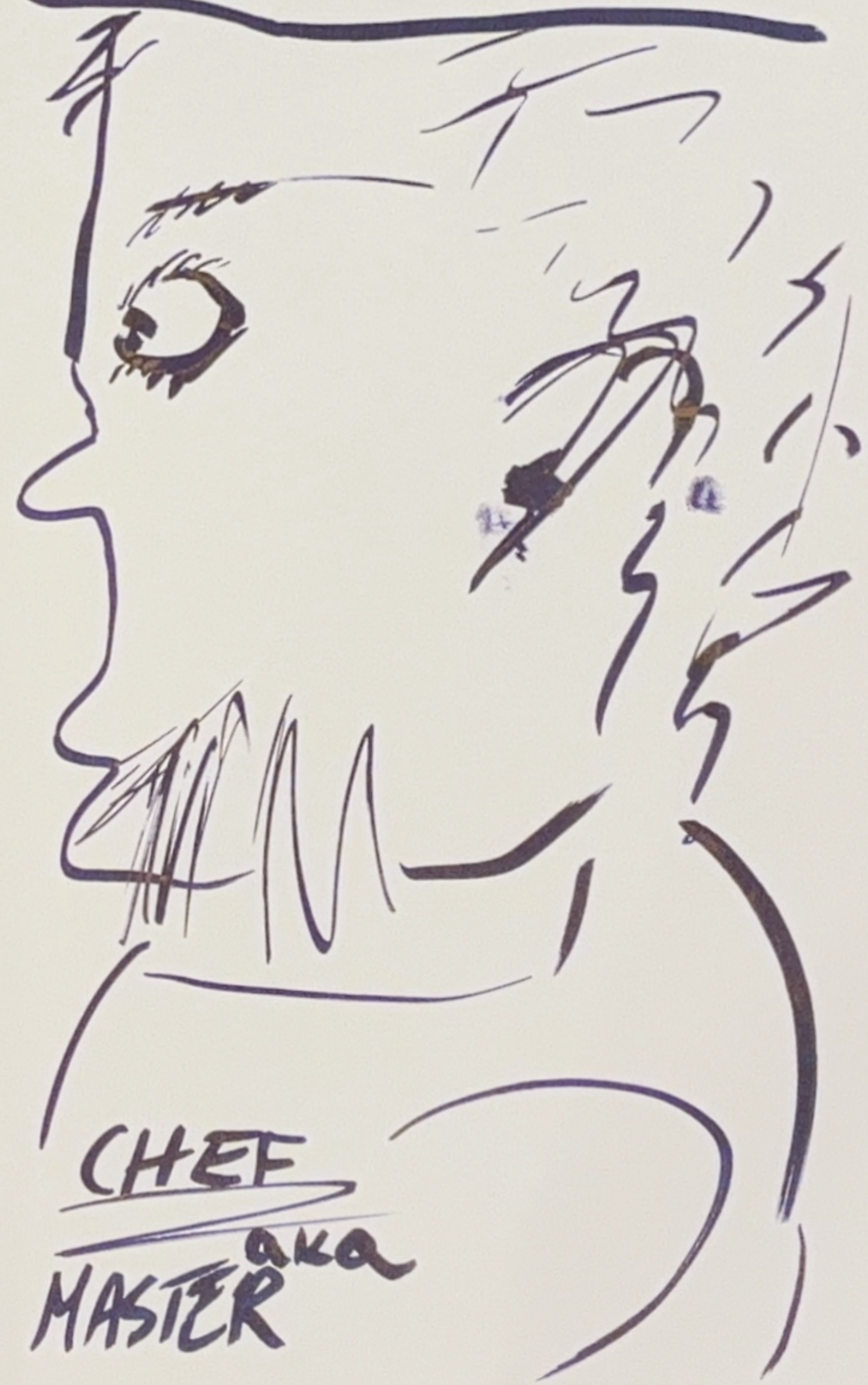
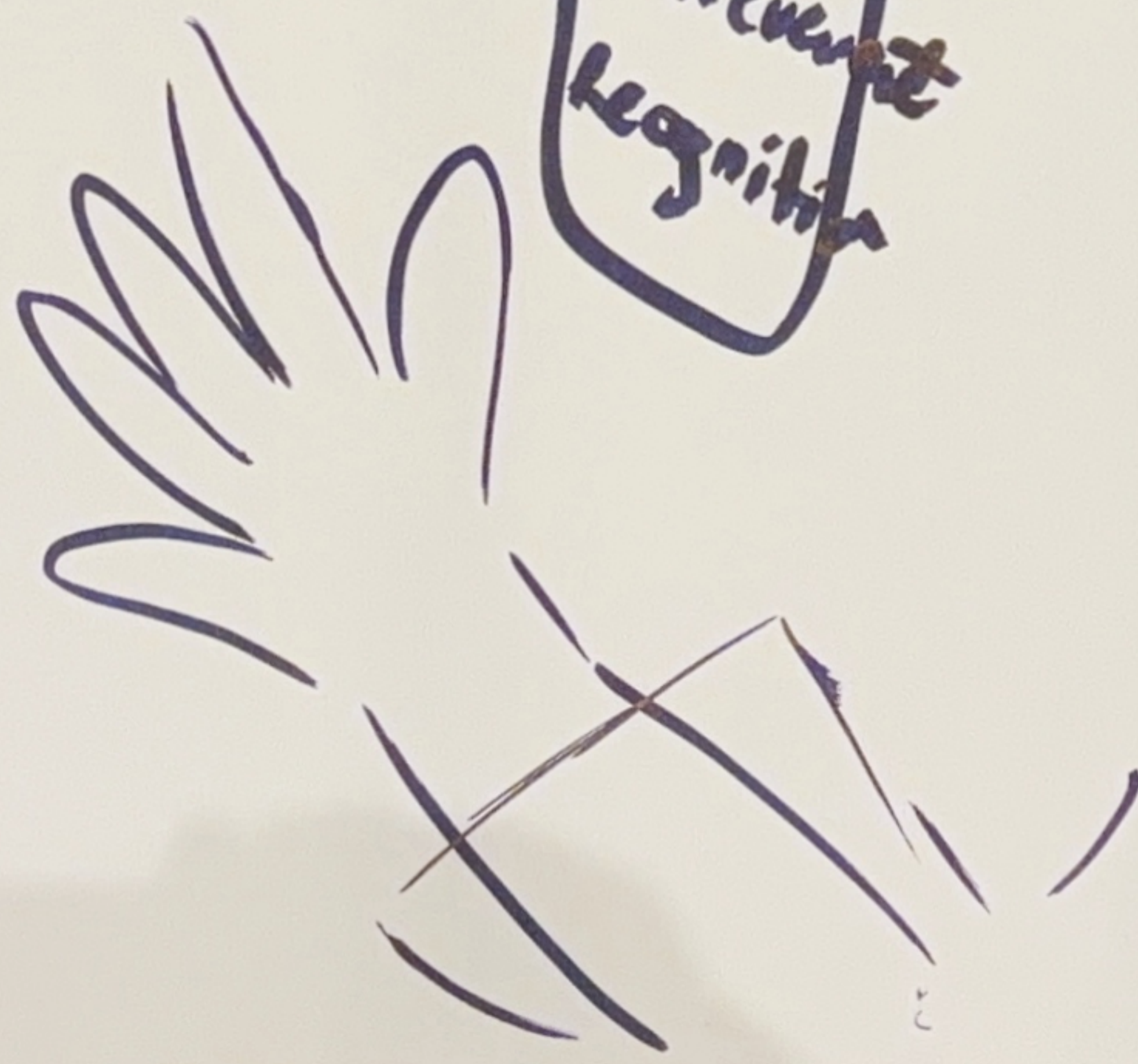
Encourage members to actively participate

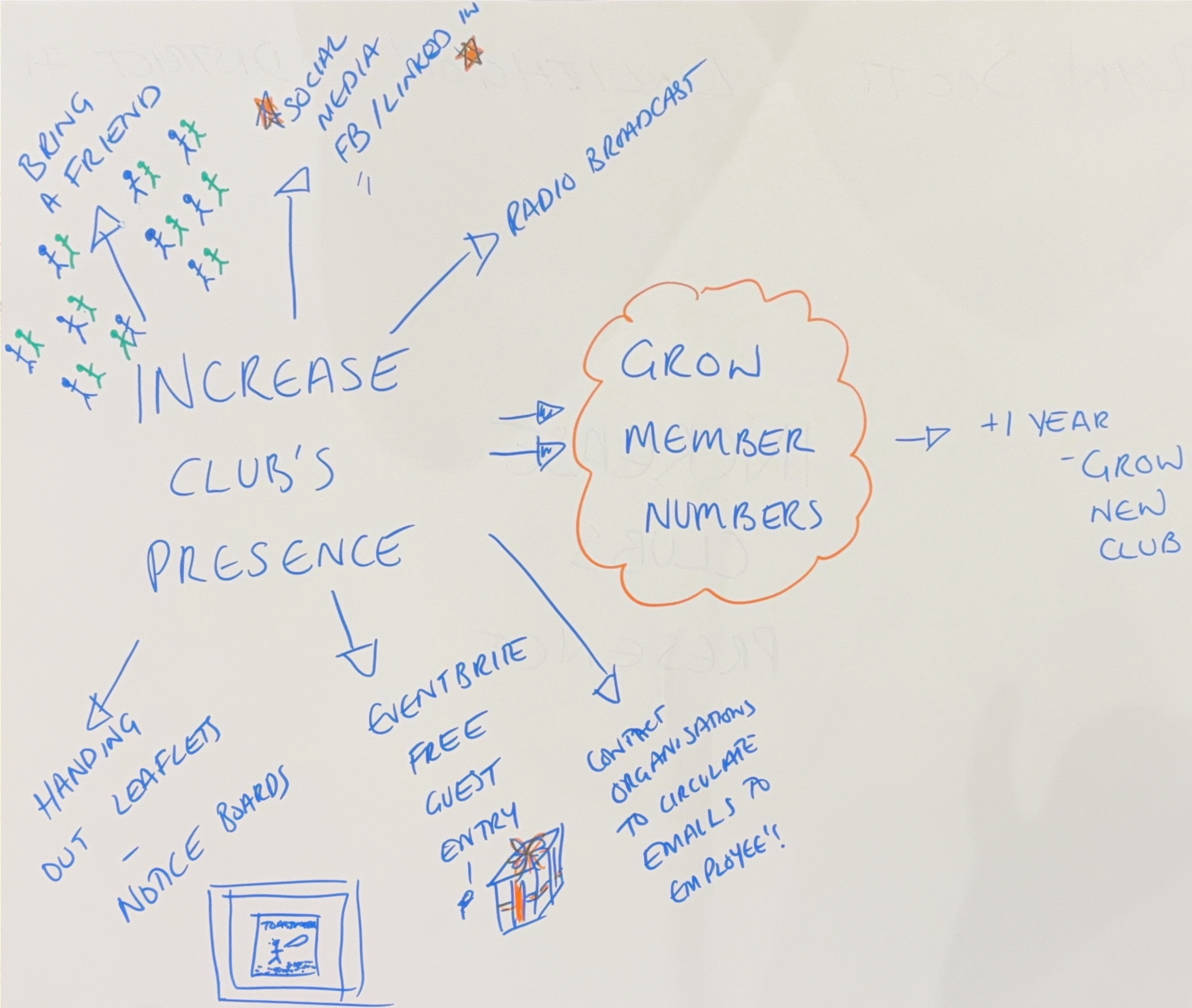
Promote mentorship within the club

Become club officer

Promote the club

introduce achievement recognition





BRING A FRIEND

SOCIAL MEDIA FB / LINKED IN

INCREASE CLUB'S PRESENCE

HANDING OUT LEAFLETS - NOTICE BOARDS



EVENTBRITE FREE GUEST ENTRY



CONTACT ORGANISATIONS TO CIRCULATE EMAILS TO EMPLOYEE!


GROW MEMBER NUMBERS

+1 YEAR - GROW NEW CLUB

STAVROULA - LINLITHGOW SPEAKERS

Initial goal
Acquire 4 new members
not yet met → 2 new members

New Goal → 2 additional members

Be responsive to new emails/enquiries 

 Offer written information

? Understand the problem a potential member is trying to solve

Showcase the **VALUE** and link it to individuals