



## Founder's District Marketing

# Recruiting Members

Recruiting new club members - it's one of the most important things you can do to maintain a healthy club or revive a flagging one. Below are the top nine methods for attracting people to your meetings.

**R**elate club information to the public.

Place meeting announcements in the company newsletter, homeowner's association newsletter, community and local newspapers and local cable television and radio stations. Your news release should include day and meeting times, location, and contact information with a brief explanation of why someone would want to attend a meeting.

**E**xample! Set a positive example as a Toastmaster to your friends, family and colleagues.

Let the important people in your life know about the benefits of Toastmasters membership. Tell them how Toastmasters has helped you. Discuss with them the benefits that await them when they join your club. Leave a Toastmaster magazine in your office or break room, display a brochure poster about meetings.

**C**ontests! Start or enter a Membership Building Contest.

Your V.P. Membership can develop a contest, complete with incentive, approved by your club's Executive Committee. For more ideas, download these two free documents from [www.toastmasters.org](http://www.toastmasters.org): *A Simple Membership Building Program*, # [1621](#) and *Membership Building 101*, # [1622](#).

**R**ally the public with an Open House.

The Rally or Open House is simply the best way to attract visitors and demonstrate how a great Toastmasters club can change and improve their lives. Look for *The Perfect Open House* tutorial at our website, [www.orgsites.com/ca/founderslgm](http://www.orgsites.com/ca/founderslgm), or on the marketing blog, <http://tmmarketer.blogspot.com/>.

**U**ppdate your information.

Make sure the contact and meeting information on your club website, and at Toastmasters International's "Find a Club" page are up to date. If you don't have a club website, start one.

**I**nformation packets provided to all guests.

Develop a guest information packet that includes Toastmasters brochures, a copy of *Toastmaster* magazine, a membership application, and your club newsletter and contact information for club officers, especially the V.P. Membership and President.

**T**ell about Toastmasters with an article in your club newsletter or website.

**S**peechcraft!

Arrange and publicize a Speechcraft course in public speaking at a public or corporate location. This is the single best method for bringing new members to your club. To learn more about hosting a Speechcraft, order the Speechcraft Starter Kit, #[205](#), from [www.toastmasters.org](http://www.toastmasters.org).