

HOW TO BUILD (AND REBUILD) YOUR CLUB'S MEMBERSHIP

The Two Essential Questions:

FIRST: Does your club want to be a strong, vibrant, successful club?

SECOND: Are there members of your club willing to do the work to make that happen?

If the answer is yes to both questions, then nothing can stop your club from achieving success.

FINDING GUESTS:

- ◆ Send letters of invitation
- ◆ Target industries (professional organizations, non-profits)
- ◆ Create a club web site
- ◆ Ask friends and associates to visit (word of mouth)
- ◆ Distribute *The Toastmaster* Magazine and Toastmasters brochures
- ◆ Wear your Toastmasters pin
- ◆ Ask District officers for help

TURNING GUESTS INTO MEMBERS:

- ◆ The #1 way: make the guest feel *welcome* and *wanted*
- ◆ Assume the guest wants to join
- ◆ Talk to the guest before the meeting to learn about their skill level
- ◆ Have a great meeting, regardless of the turnout
- ◆ Always conduct a meeting, regardless of the turnout
- ◆ Have the guest become involved in the meeting
- ◆ Promote the benefits of your club situation (if membership is small, the benefits are increased speaking opportunities in a smaller environment)
- ◆ Ask the guest to join the club
- ◆ Prepare a guest packet with club information and contact numbers
- ◆ Collect contact information from every guest
- ◆ Send a follow-up thank you note and/or phone call to every guest