

27+ Free or Low-Cost Ideas for Promoting Your Toastmasters Club

1. **Poll current members and visitors—do more of what works!**
2. Business Cards with club information
3. Toastmaster pin/Name Tag—wear at work/to events
4. Promotional items: Mugs, T-Shirts
5. “Celebrity” endorsement
6. Colleges
7. HR Departments of local businesses
8. Corporate Clubs: Orientation/Publications
9. Local Radio/TV Stations/Cable Access: PSA’s
http://www.toastmasters.org/websiteApps/videos/psa_video/psa_video.htm
10. Local Magazines
11. Local Newspapers: Calendar Listings, photos and feature articles “open to the public”
12. Local Newspaper: Open Houses, contests, member accomplishments, noteworthy guest speakers, club activities like Speechcraft, Youth Leadership Programs, training programs and roles in community affairs.
13. Local Government: Parks and Rec, Community Calendar
14. Chamber of Commerce (presentation or event host, if member)
15. Community Organizations (speak, visit): Lions, Rotary, Workforce
16. “Welcome to the Community” packets
17. TI Magazine: Libraries, Health Clubs, Dentist/Doctor/Hair Salon
18. Speechcraft
19. Youth Leadership/Youth events
20. **Website—on TI listing? Current contact and location information?**
21. Social Media: Facebook, LinkedIn, YouTube, Twitter and more
22. Online Meeting listings: Craigslist, Eventbrite, Meetup
23. Community Events: fairs, parades, networking events, job fairs
24. Fliers—coffee shops, libraries, businesses, corporate, chamber newsletter, windshields
25. Club Newsletters—electronic and/or print
26. Open houses
27. **Elevator Speech and Success Stories—train members to talk about Toastmasters**
28. _____
29. _____

What will I do personally: _____

What will I encourage my club to do: _____

Resources:

- ✓ <http://www.toastmasters.org/Members/PRCorner>
- ✓ <http://www.d6tm.org/PR> (also has link to the TI PR Corner)