TOASTMASTERS
INTERNATIONAL®

Club Growth Toolbox

Presented by Linda Dorn, DTM

Club Growth Director

Session Agenda

- Welcoming our Guests
- Recruiting Tips
- Digital guest and new member packets
- Resources to Strengthen your Club
  - Club Coach
- Opportunities to Join the Club Growth Team
  - Research Team
  - Demo Team
  - Club Coach
  - Club Sponsor or Mentor

What is your Why?

- Why did you first *visit* a Toastmasters Club?

- Why did you *join* Toastmasters?

- Why are you *still involved* in Toastmasters?

- Why should your **guests** join your club?

Welcoming our Guests

How to Create a Memorable Experience

How do you welcome a guest?

Welcoming Guests

- Respond in a timely manner to guest inquiries
- Guest Book
- Get to know Guests
- Introduce Guests
- Guest Packet
- Toastmaster mini-mentor
- Feedback from Guest
- Go over Guest Packet at end of meeting
- Ask guest to join

Guests Online

- Respond in a timely manner to guest inquiries
- Guest Book (Free Toast Host)
- Get to know Guests (Email)
- Introduce Guests (briefly during meeting)
- Guest Packet (digital)
- Toastmaster mini-mentor (via chat?)
- Feedback from Guest
- Go over Guest Packet (Share screen at end of meeting then send via email)
- Ask guest to join

Recruiting Tips

- Timely response to inquiry
- What's In it For Me
- Is there any reason why you wouldn't like to join tonight?
- Listen, listen, listen
- Follow up

After the Meeting

- Send email or handwritten note
  - Include digital packet with application
  - Thank guest for coming and include something unique about them. *Great job participating in Table Topics!*
  - Acknowledge their why for coming and how Toastmasters can help them.
  - Mention when club meets again and invite them to attend.
- Day before next meeting
  - Remind the guest about the meeting and share Zoom URL.
    - We look forward to seeing you!

Club Growth Resource

- Digital Guest Packet
- Digital New Member Packet
- Strengthening Your Club
  - Club Coach (Fill out a form if you would like a Club Coach)
- New Club Resources

All of these resources are available at:
http://www.d6tm.org/club-growth-resources/

Help Wanted

- Opportunities to Join the Club Growth Team
  - Research Team
  - Demo Team
  - Club Coach
  - Club Sponsor or Mentor
  - http://www.d6tm.org/help-wanted/

VOLUNTEERS NEEDED!

During this session we discussed:

- Welcoming our Guests
- Recruiting Tips
- Digital guest and new member packets
- Resources to Strengthen your Club
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  - Demo Team
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