

# Successful Member Recruitment Using Non-PR Methods

## #1 Most Successful Way to Get New Members: Personal Invitation

According to the results of a recent D6 survey, the most commonly used method for gaining members was personal invite (websites were #2). Survey results: <http://bit.ly/d62014survey>

## Top Ways to Convert Guests to Members

The highlights of the survey comments about converting guests to members were: friendly, welcoming atmosphere, quality meeting, invitation to join, follow up. More than 80 percent of the responding clubs use a guest packet and 75 percent invite guests to join at their first meeting.

## The 3-Step Process to Membership Recruitment

1. **Have quality meetings with a friendly, welcoming atmosphere**
  - a. Evaluate your club using the club evaluation checklist: <http://bit.ly/clubeval>
  - b. Work through the Moments of Truth with your club every year
2. **Personally invite prospective members (see back)**
3. **Welcome, accommodate, involve and invite the guest to join**
  - a. Pre-meeting:
    - Is your meeting place easy to find? Signage? Correct info at TI?
    - Contact guest to remind them of the meeting and what to expect
  - b. When the guest arrives:
    - Introduce yourself to the guest and introduce the guest to others
    - Have the guest sign a guest book or visitor card (for follow up)
    - Obtain information about the guest (why they are there, what they do). You could use a visitor card or just write it down and give the presiding officer.
    - Give the guest a guest packet and pull out the membership application. Always have extra membership applications available! Give them a pen.
    - Ask the guest if they would be comfortable in saying a few words about why they came today and if they would like to participate in Table Topics (explain)
  - c. During the meeting:
    - Presiding Officer should introduce the guest and invite them to say a few words about why they are visiting
    - The Toastmaster and other functionaries should explain their roles and the importance of the skill in the “real world.” Also explain about all the clapping!
    - Invite the guest to participate (or pass on participation) in Table Topics
    - At the end, invite guest comments. Ask a positive question, “What did you like?” or “What can you see that would be of benefit to you?”
  - d. Post-meeting
    - Ask “What questions do you have?” Answer questions. Tell of your experience.
    - Invite to join. Help them fill out the application. Hand them a pen.
    - Follow up with phone call or email within 24 hours. Invite to the next meeting.

# How to Personally Invite Prospective Members to Visit Your Club

## 1. Listen for trigger phrases

- I hate . . . I'm afraid . . . I'm bad at . . . public speaking/speaking/presenting/conversation
- I'd like to . . . make more money, get a promotion, get a job, get a new job, interview better, be around positive people

## 2. Tell a compelling, personal and relevant story

First, be able to articulate Toastmasters impact on you personally:

Describe two things that the Toastmasters International program helped you accomplish and the **impact** of these accomplishments.

What: Impact:

What: Impact:

Second, turn the above items into stories that will relate to the prospective member!

Meet a need. What is the pain that Toastmasters can alleviate?

### Your Toastmasters Story: Then—Now—How (relate to their need)

Example (relates to need to speak better at work/get a promotion).

I know how you feel . . .

**THEN:** A year ago when my boss asked me to present our team's findings at a meeting, I couldn't sleep the night before. I threw up in the bathroom 5 minutes before the meeting. During the presentation, I was so nervous that I forgot an entire section of what I was going to say. Fortunately, my boss didn't fire me.

**NOW:** Last month, he asked me to present the project status report to upper management and it went so well that he told me they are looking at promoting me from project manager to program management.

**HOW:** You know what made the difference? Toastmasters. Have you heard of Toastmasters? (response). After that first presentation, my boss suggested I join Toastmasters. In my Toastmaster's club I could practice and improve my speaking skills without the high stakes of the work presentation. The members were so friendly and supportive. Instead of being afraid of speaking at work, I now look forward to it.



*How can  
Toastmasters  
be a magic pill?*

## 3. Invite to visit a meeting.

"I think that Toastmasters could help you (relevant goal) like it helped me. Do you have next Tuesday at noon open?" (response--figure next availability). "Great! I'd love for you to visit and check it out for yourself! I'll send you the meeting info." (And also follow up the day before).