

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.

