

From Prospect to Guest to Member

How to recruit new club members



WHERE LEADERS ARE MADE

Prospect

The importance of new members

New faces, ideas, and voices make the Toastmasters experience more enjoyable and can reinvigorate your club.

Who is a potential Toastmaster?

Anyone and everyone (over the age of 18) is a potential Toastmaster, including coworkers, friends, family, and members of your community. If they are interested in building a brighter future for themselves, Toastmasters is for them!

Remember to reply!

Prospective members who contact your club via the Find a Club feature on www.toastmasters.org are some of the easiest to convert to members. There are three easy steps to make sure you don't miss out on these future Toastmasters:

1. Make sure your club's information in Club Central is up to date.
2. Create a habit of checking your email every other day.
3. Reply to all emails from prospective members in a timely manner.

Finding prospective members

If you want more members in your club, here are a few techniques you can use:

- **Host an open house.** Spread the word by hanging up the Open House Flier at work, in a local coffee shop, and around your community.
- **Post on social media.** Invite those in your network to attend a meeting and enjoy all the benefits Toastmasters has to offer.
- **Invite coworkers.** A Toastmasters membership can give you an advantage in your workplace—share the benefits with those you work with.
- **Share your story.** Tell people about your story and how Toastmasters has helped you grow and build a brighter future for yourself.

Guest

Welcome to the club

Treat club guests as you would treat guests in your home. Make sure they are introduced to each member and acknowledged formally during the meeting. Show your guests the friendly atmosphere, the comfortable and self-paced learning program, and the feeling of achievement they will gain in Toastmasters.

Collecting names is not enough. We're here to help you convert guests to members. Share marketing materials, including *The Benefits of Toastmasters Membership*, *Find Your Voice*, and *Your Path to Leadership*, with guests to help outline how Toastmasters works and the benefits of a membership.

How can Toastmasters help?

What are your guest's needs and how can your club meet them? When talking to a guest, find out what their goals are and outline the ways Toastmasters can help meet them.

Here are some of the most common goals guests have and the ways they can achieve them:

GOAL:	METHOD OF ACHIEVEMENT:
Practice public speaking	Give speeches
Improve impromptu communication	Participating in Table Topics®
Build leadership skills	Serving as a club officer or district leader
Network with others	Joining a club
Learn to give feedback	Evaluating speeches

Guests are always interested in the cost of a membership. Outlining the \$45 USD semi-annual dues will help members understand that Toastmasters is affordable.

Additional selling points

Here are a few other aspects to bring up to sell guests on joining:

- **Time:** Outline the time and frequency your club meets, and guests will appreciate the relatively minimal time commitment.
- **Convenience:** The day of week and location of your club likely makes it easy for a guest to make it to weekly meetings.
- **Education:** Toastmasters has helped millions learn skills and grow as individuals. Pathways allows members to tailor their learning to meet their individual needs.
- **Fun:** Meetings are fun and offer a non-intimidating and friendly atmosphere to practice public speaking.

Member Enrollment

Once the prospect has decided to become a member, remember to follow these steps:

Enrolling a new member

- Have the prospective member fill out a Membership Application.
- Propose the prospect as a member of the club and vote on their admission during a club business meeting.
- Collect the membership dues, new-member fee, and any club dues from your new member.
- Submit the application and dues to World Headquarters. Once the application and dues are received, the new member will be emailed helpful resources.

Your work isn't done

Adding a new member to your club requires a lot of hard work, but there is still work to do to make sure they stay and feel welcome.

- **Hold an orientation session.** Explain the Toastmasters program, including materials, meeting assignments, evaluations and involvement opportunities. Answer any questions they may have.
- **Provide a mentor.** Provide the new member with an experienced Toastmaster to assist them during early assignments.
- **Promote involvement.** Encourage a new member to participate as soon as they're comfortable. Don't rush them, but make sure they take up meeting roles, participate in Table Topics®, and give speeches.
- **Get them started with Pathways.** Research has shown that 80% of members who opt to not renew their membership never earned an education award.
- **Bring a friend.** A familiar face can help a new member feel comfortable at your club meeting. It also provides you the opportunity to try adding another member!





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