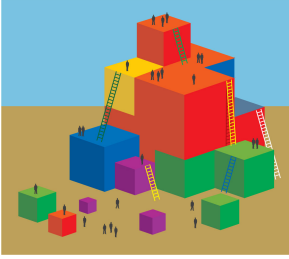


Sixteen Tips for Building Club Membership

Building membership is a year-round activity, as new members will always be needed to replace those that leave. Here are some tips to help build your club's membership:

- Plan a special Showcase meeting, an Open House, Model Meeting or Demonstration Meeting. Invite members from around the district to present a special program. Invite guests and be ready to sign them up on the spot. Invite past members to come back and join the fun again, and remind them there is no new member fee!
- Conduct a Speechcraft on a yearly basis. This is a proven great membership-building program. Involve the whole club. Publicize BIG and at least 4-6 weeks in advance, which means planning needs to start several months in advance. Consider titling the Speechcraft a "Public Speaking Workshop." Charge a fee for the workshop. Let successful participants know that the full amount of their fee will apply towards their Toastmasters dues, should they decide to join.
- Make sure you have plenty of guest packets and membership applications available at every meeting. Invite every guest to join. Many people are just waiting to be asked.
- Plan a club membership-building contest. Consider challenging another club, or all the other clubs in your area, to a membership contest. As a prize, the losing club buys pizza for the winning club.
- Have a secret greeter at your meeting to make sure everyone receives a warm and welcoming greeting.
- Make a list of all the people you know who would benefit from Toastmasters. Invite one person from the list to each meeting. Be sure to ask them to join.
- Sponsor a Toastmaster booth at community events. Call attention to your booth with balloons, and set out dishes of candy. Have a guest book to sign, and follow up with people who express an interest.
- Have a recognition program to acknowledge all members who have brought in guests.
- Make a list of the best things about your club. You now have a list of selling points to use when talking to prospective guests.
- Develop a mentor program. This will help encourage new members to keep involved with the program, and will help long-term members renew their enthusiasm.
- Read your Toastmaster magazine each monthly. There are good membership ideas in it.
- Celebrate your club charter date/club anniversary annually. Also, if you are not at charter strength, make plans to increase your membership so you will be on your charter date.



Sixteen Tips for Building Club Membership

- Make a point not to discuss membership problems or other problems your club may be having when you have guest visiting. No one wants to join a club that has problems.
- Have an induction ceremony for new members. It makes them feel important and part of the organization. It's impressive for guests at your meeting.
- Plan a club membership-building contest around the number of guests a member brings to club meetings for a month or two months.
- Even if there is low attendance at a meeting, still have the meeting. Continuity matters. Don't give up hope. There are lots of success stories about 3-4 people showing up for meeting after meeting. Keep doing that, and you can turn things around. Yes, you and the team can make it happen!