

Ways to Promote the Club

Promote on social media ~ For great tips watch [How to Promote Your Toastmasters Club on Social Media](#)¹ by Austin Iuliano, CC ~ Century City Toastmasters.

- Create posts about key events such as open houses, anniversaries, special guests (and remember to post after the event including results and pictures/videos)
- Share pictures and videos of your members at the meeting and giving speeches to show potential members what they will expect
- Tag members of your club in your posts so they feel engaged
- Ask club members to create testimonials and videos about what they have gained from being in the club
- Post stories about your members' achievements as a result of Toastmasters such as educational advancements, job promotions, or writing a book
- Link to your club website and meetup where potential guests can learn more about your club

Make sure that several members have admin rights to the clubs social media sites so that if one administrator leaves another member can access the account.

Promote in the community:

- Create flyers, fact sheets, and other materials that can be disseminated in the community (See these [tips for creating engaging flyers](#)²)
- Post in local papers and online forums (newsletters for corporate clubs)
- Ask members to walk around the community (company for corporate clubs) to let people know the details about your club
- Present the club at community/corporate meetings and/or host a booth at community/corporate events

Help members to promote the club:

- Prepare talking points for your members and membership packets that they can share at their work, with their family/friends or social events
- Ask members to share club social media posts/tweets on their profiles with messages about how they have benefited and inviting their network to visit the club
- Encourage members to bring guests to every meeting; hold a club membership contest and provide incentives for members who have enrolled the most guests

For more support contact:

- Club Growth Director, Donna Robinson all4tmmembers@gmail.com
- Public Relations Manager, Sonya Vasquez district.one.pro@gmail.com

For resources and materials go to district1toastmasters.org/resources/membership-building/ and district1toastmasters.org/programs/public-relations/

¹ <https://district1toastmasters.us13.list-manage.com/track/click?u=92f9619737eef0c02cd2ecec08&id=a9c907cbbe&e=6366f2c16f>
² <https://district1toastmasters.us13.list-manage.com/track/click?u=92f9619737eef0c02cd2ecec08&id=e70872b6af&e=6366f2c16f>