

Finishing the Year Strong



As the end year comes to a close, here are a few tips to achieve your membership and education goals:

Increasing Membership:

- Have an Open House: For more details on open houses go to <https://district1toastmasters.org/resources/open-house/>
- Provide incentives (depending on the clubs budget) such as
 - discounts or free club dues
 - 20% off club dues
 - raffle prizes
- Get more club dues by contacting
 - unpaid members
 - past members and promote how pathways can be of support for them
 - past guests
- Use Social Media
 - Create a Meetup page
 - Promote through Instagram & Twitter
 - Use the Nextdoor Neighborhood app
- Have a membership drive
 - Encourage existing members to bring 2 members such as a friends and family program
 - Each member provide 3-5 prospective members and contact information “recommend a friend”
 - Have an incentive for members who bring the most guests
- Give motivational speeches for joining Toastmasters
- Personal connections outside of Toastmasters
- Emphasize personal connections beyond Toastmasters
- Promote Toastmasters all the times (<https://district1toastmasters.org/programs/public-relations/>)
 - Use Social media
 - Flyers in many places (breakrooms)
 - Have HR send out flyer (corporate clubs)
 - Table at job fairs and other events
 - Host a Facebook event

Educational goals

- Hold Speech Marathons
- Have a member give a presentation from the Successful Club Series
- Encourage speeches for new members
- Encourage manual speeches
- Encourage members to get advanced goals
- Determine who is close to a CC, CL or Level 1

Additional Resources

- Membership Building <https://district1toastmasters.org/resources/membership-building/>
- Educational Resources <https://district1toastmasters.org/resources/path-to-dtm/>