



IDEAS for MEMBERSHIP & PUBLIC RELATIONS CAMPAIGNS

Satisfy Competent Leader Project 6 and 8

Membership (work with VPM on these)

- Annual Club Membership Contests:
 - Smedley Award campaign from Sept. 1 to Oct. 30
 - Talk Up Toastmasters campaign from Feb. 1 to March 31
 - Beat the Clock campaign from May 1 to June 30See <http://www.toastmasters.org/membershipcontests>
- Membership building program for individuals:
<https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Membership-Building/Membership-Building-Program-for-Individuals>
- Create your own contest. Use Membership Building Kit:
<http://www.toastmasters.org/1160>
- Prepare your club for growth
<https://www.toastmasters.org/~media/A6B781390BD74AD38472DE424E2F0508.ashx>
- Employer Outreach. Ask HR departments to urge their employees to check out Toastmasters.
- Invite guests from colleges, retirement communities, civic organizations, Chamber of Commerce, local government to check out your club. Sample memo page 18 in the manual
http://www.toastmasters.org/1159_MembershipGrowth
- Host an Open House. Contact PQD@district52.org for News release and/or TM Powerpoint to present. Flier:
<http://www.toastmasters.org/~media/E2557C2E11B34164A8F80AEAAEFD2A20.ashx>
- Member-Retention- Talk to all members about paying dues on time at renewal time (March and September). Identify obstacles to renewal and discuss solutions with officers.
- Organize your club's follow-up efforts to guests and lapsed members.
- Conduct Speechcraft
www.toastmasters.org/speechcraft
- Create guest packets. Free Resources:
<https://www.toastmasters.org/Resources/Resource-Library?c=%7B6DD70468-7F9D-4D9C-92CC-7CD0C7CAD75A%7D>
- Organize a leadership or communication workshop for local organizations.
- Conduct Member Interest Survey.
<https://www.toastmasters.org/~media/DBB1A9371AE147D3A32FF63985029918.ashx>
- Create a brochure with personalized testimonials from your club members. Contact prm@district52.org for a sample.
- Send letters to prospective members. See pg. 16 in manual
http://www.toastmasters.org/1159_MembershipGrowth

Publicity/PR (work with VPPR on these)

- Give your club the publicity and recognition it deserves! Tell your local community about Toastmasters events such as club programs, district conferences, announcements, anniversaries, open house meetings, guest speakers, panel discussions, milestones, member achievements and recognitions.
- Monthly press-releases. Use these news templates to garner interest and awareness:
<https://www.toastmasters.org/Leadership-Central/Public-Relations/Sample-News-Releases>
- Manage social media engagement. Promote your club on MeetUp, LinkedIn, Facebook, Twitter.
- Obtain from your VPPR a list of local media. Make brief appointments to visit editors (print publications) and news directors (broadcasters) Give them a media kit , invite them to meeting. (see <http://www.toastmasters.org/electronicmediakit>)
- Ask to speak about your Toastmasters club at local civic and service organization meetings (Kiwanis, Rotary, Chambers of Commerce). Contact prm@district52.org to learn more.
- Create or maintain your club website. For website tips or questions contact marc33dtm@gmail.com
- Connect with fellow members by creating a newsletter for announcements. Template:
<https://www.toastmasters.org/Resources/Resource-Library?c=%7bB3CDE78E-F1EF-4605-A150-CE2CFC7BD910%7d&page=2>
- Create and distribute Club Business Cards. Use this template:
<https://www.toastmasters.org/Resources/Resource-Library?c=%7BB3CDE78E-F1EF-4605-A150-CE2CFC7BD910%7D&page=1>
- Write a feature article about your club and get it published in local publications. Contact circe@circed.com for tips.
- Affix your club's label to copies of Toastmaster magazine. Distribute copies to local waiting rooms.
- Arrange for members to interview on radio and TV talk shows
- Secure a club booth at a networking event or gathering.
- Use the PR tools and resources available to you.
<https://www.toastmasters.org/Leadership-Central/Public-Relations/~media/4961F7BE4B244A12A39426D0C9193CD1.ashx>
- Review tips on How To Recruit New Members:
<https://www.toastmasters.org/~media/85BF40C13B654D59B15D8C641E1EAF9C.ashx>