



FROM PROSPECT TO GUEST TO MEMBER

How to Recruit
New Club Members



WHERE LEADERS
ARE MADE

GUEST

Welcome to the Club

Collecting names is not enough. Give everyone on your list a brochure and invite them to the next club meeting.

DO IT RIGHT

Treat club guests exactly 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.

HOW CAN TOASTMASTERS HELP?

What are your guest's needs and how can your club meet them? To close the sale, show how specific segments of the Toastmasters program can fulfill her goals for personal and professional growth. For example, if she needs help clearly presenting unprepared ideas in front of a group, tell her about Table Topics™.

Here are some needs matched with Toastmasters solutions:

NEED:

Speaking in front of a group
Impromptu speaking
Conducting meetings
Personnel reviews
Management skills
Leadership development

SOLUTION:

Communication Program
Table Topics™
Toastmaster of the Day, Leadership Program
Evaluator
Club officer
Leadership Program

ADDITIONAL SELLING POINTS

If you still need help convincing a prospect to join, remind him of these factors:

- ▶ **Price:** At \$72 per year (plus club dues), the Toastmasters program is extremely cost-effective.
- ▶ **Time:** Toastmasters clubs meet for one to two hours once a week or every two weeks. Prospects will appreciate the relatively minimal time commitment.
- ▶ **Convenience:** Different Toastmasters clubs meet different days of the week at different times. It's easy to find a club with a convenient meeting time and location.
- ▶ **Quality:** More than 4 million people have benefited from Toastmasters training since the organization was founded more than 85 years ago. The educational materials are continually updated to provide the best learning experience.
- ▶ **Fun:** Club meetings are non-intimidating, with a friendly and fun atmosphere.

PROSPECT

The Importance of New Members

New faces, ideas and speeches make the Toastmasters experience more enjoyable and worthwhile for all members.

THE BENEFITS ARE CLEAR

Think about what you gain as a member of Toastmasters. By inviting others to join, you give them the opportunity to benefit by:

- ▶ Improving speaking, listening, thinking and leadership skills
- ▶ Discovering hidden abilities and awakening latent talents
- ▶ Acquiring an expanded vision of the role of communication
- ▶ Increasing self-esteem through active participation in personal development

WHO IS A POTENTIAL TOASTMASTER?

Toastmasters members come from all walks of life – from your workplace, your civic and social groups, your neighborhood, and your friends and relatives. Include anyone you know who is interested in personal growth!

Take a few minutes to make a list of potential members.



What are your guest's needs and how can your club meet them?
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MEMBER

Enrollment

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

ENROLLING A NEW MEMBER

- ▶ Make sure a club officer completes a membership application (Item 400) with the prospect. Confirm that the information is correct and legible. The application must be signed by the new member **and by a club officer**. If you are sponsoring the new member, be sure to fill in your full name and home club number.
- ▶ Propose the prospect as a member of the club and vote on her admission during a club business meeting.
- ▶ Immediately obtain a check for the membership dues and new-member fee, as well as any club dues.
- ▶ A club officer will send the dues and application to World Headquarters immediately, by Internet, mail or fax. If adding the new member online, the club keeps the application with original signatures.
- ▶ When World Headquarters receives the application and dues, a New Member Kit is shipped to the new member.

THE MOST IMPORTANT PART

Your efforts have been productive and the prospect has joined. Now make sure he gets what he needs out of Toastmasters. Remember, this is a self-paced program, so be sure to let each member set his own pace. Get new members off to a good start by following these steps:

- ▶ **Hold an orientation session.** Use the *New Member Orientation Kit for Clubs* (Item 1162) to explain the Toastmasters program, including manuals, meeting assignments, evaluations and involvement opportunities.
- ▶ **Conduct an installation ceremony.** Details for performing a brief induction program are found in the *New Member Orientation Kit for Clubs*.
- ▶ **Provide a mentor.** An experienced Toastmaster assists the new member during early assignments. Use the *Club Mentor Program Kit* (Item 1163) to organize a mentor program in your club.
- ▶ **Promote involvement.** Schedule an Ice Breaker speech for the new member within one or two meetings. Also assign meeting roles for other meetings. Make sure the new member speaks as often as possible for the first few months, if that is her objective.
- ▶ **Close the circle.** Give the new member a copy of this pamphlet and urge him to invite guests to each club meeting.

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.



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