

How to TRIPLE YOUR MEMBERSHIP in SIX MONTHS

The Six Point Plan for Promoting Your Club

SCENARIO:

- The club had only 8 members. Four of them were new to TM
- Club morale was low. Members were busy with no extra time for the club
- Sound hopeless?

SOLUTION:

- Club **members committed to a Six Point Plan** which involved every member in publicizing and promoting the club.
- The goal was to **achieve Maximum results** with **Minimal resources**.
- Six members committed to **complete one project each**.
- Each project involved **two hours of work per month**.
- The seventh member, VP of Membership, oriented guests who came to the club.
- The eighth member coordinated the effort.

THE SIX PROJECTS IN THE SIX POINT PLAN:

1. One of the new members posts flyers once a month in the community.
Targets: Coffee houses, indoor bulletin boards, grocery stores, bookstores, barber shops, hairdressers, libraries, corporate bulletin boards, fitness room notice boards, laundromats, city info kiosks, Vancouver power poles, other community power poles, intranets, any waiting rooms.
2. Another member - a newcomer, submits calendar listings once a month to local newspapers.
Targets: A minimum of three papers, one of which is the main daily paper. List special events - a speech contest, a visiting TM dignitary, a special speaker, demonstration meetings. Papers possible: Vancouver Sun, the Province, the North Shore News, The Buzzer (BC Transit), the Richmond News, the West Ender, The Chilliwack Progress, The West end Times, the Courier, Business in Vancouver, the Vancouver Echo, Tri-City News, First Nations Publications, University Newspapers, IGA Community news, Coffee Break News, Ethnic Publications and many other local papers throughout BC.
3. Another member, who is still a fairly new member, but who has done about 4-6 speeches, organizes a **Demonstration Meeting** contacting every guest, and former member of the club. Preplan *this meeting about 4 weeks in advance. The operative word here is "INVITE" everyone. Phone and personally invite them to come, and get the confirmation they will be there.*
4. An **experienced member** commits to offering a **4 week Speechcraft** to educate new members and bring in guests using: 1) Introduction to Toastmasters & TM Roles, 2) Body Language and Gestures, 3) Vocal variety and 4) Effective Evaluations & General Evaluation.

5. Another senior member commits to writing a *five-part series on Toastmasters for a local health & fitness organization*. Since people who exercise regularly, are interested in good health and fitness, it would stand to reason, that they are interested in personal development as well. What better opportunity to encourage self-confidence, a healthy body and a healthy mind! Since most fitness centres have a publication that emphasizes health and personal growth, each TM article can emphasize a personal Toastmasters benefit:

1) Communication Skills:*Listening, Thinking & Speaking, 2) Self-Expression: Voice, Gestures, Working with Words, 3) Building self-confidence: Recognition, Encouragement & Feedback 4) Overcoming Fear: Identifying the Fear and Practicing in a Supportive, Structured Environment 5) Leadership: Informing, Persuading, Inspiring, Teamwork*

6. Another **experienced member** presents monthly presentations for 3-5 local companies on *"How Toastmasters Can Benefit Your Business."*

THREE BASIC STEPS TO PUT THIS PLAN INTO ACTION:

- *Introducing and promoting the plan to members* - informing, persuading and inspiring them to become involved.
- *Getting a commitment from each one in the club* - turning the club into a team with unity and direction. Guests can see the message of unity when they visit the club.
- *Recognizing member contributions* after the club has reached its goal for membership.

YOUR CLUB & MEMBER COMMITMENT - PUTTING TOGETHER A PLAN OF YOUR OWN:

Choose **three** *Low Commitment/High Result Projects #1-#3* from the list

Choose at least **one** of the *"High Commitment" Projects #4-#6* from the list

Add some ideas of your own and **include every member of your club**

At each step - you gain invaluable public relations skills which can; help you build your own business or career.

OTHER SUGGESTIONS FOR "HIGH COMMITMENT" PROJECTS:

1. Contact the **local cable company** and arrange to have an interview about Toastmasters.
2. Arrange to have your **local cable company** videotape a club meeting for presentation
3. Hold a **Demonstration meeting** in a mall, or recreation centre, or a fitness club, or **host a kiosk** for a weekend in a mall or university open house.

Above all - *be creative, be committed*, and *be a united team* - working toward the same end - survival of the club and a newer exciting atmosphere for your members, and guests to join in and learn new skills and experience "personal growth" in the World of Toastmasters.

This plan has been adapted for District 21 from an original prepared by: Darin Smyth District 4 Scotts Valley TM #8203 - a club that went from 8 to 24 members in 6 months.