



More Tips for Club Growth... from TLI January 2022 with Louisa Davis, DTM

- Personal ask – keep asking
- Webpage contact link to club
- Find a convenient meeting time
- Hybrid meetings; alternate virtual/real
- Reach out (don't go fishing without a line in the water)
- Reach out to "target" group
- County employees have to present to the Board of Supervisors for example that's a good selling point for us. Learn how to be a better presenter for the Board of Supervisors
- Going beyond the natural geographic borders that they we had while meeting in person – Open to the world on Zoom
- Tracy Leadership Club also had good responses (more views on our Facebook page) on the #MyWhy videos
- 1 on 1 conversations, even in the age of social media still results in good way to bring people in to meetings
- Send a calendar item to members and invitees.
- Take picture of District Banner ad use it as background - get flyers from Toastmasters.org to promote membership.
- We have an Open House PPT on Pathways and a PPT on Hybrid meetings.
- We assign mentors to ALL newbies.
- Tracy Toastmasters is a Family friendly club, often kids come with parents, Presidents Distinguished for years
- We help foreigners learn better English skills@
- We take a photo of guest with president and post on social media highlighting the guest as the "star"
- Give visitors Table Topics award!
- Helps with Mock Interviews and gain confidence
- We are rebuilding our club. Have been in contact with our Chamber of Commerce and local clubs.
- We teach about doing hybrid meetings.
- We've been advertising in Nextdoor online to try to get people in our neighborhoods to join
- Promote in a local "around town" magazine.
- In 1995, I heard about Toastmasters through University of Phoenix - a Speechcraft session was be hosted by a local Club.
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- We meet in a restaurant and prior to the pandemic, one of our generous members would talk sneakily to the waitress and cover the visitors' tabs.
- Add the personal touch with your members. Ask them how they are doing.
- Building on the versatility and resiliency of Toastmasters members. Be proud of the wins and keep on moving forward.
- Give the gift of growth and Toastmasters to new graduates as a Graduation gift
- Give Toastmasters membership as a Valentine's gift
- Make every meeting an open house idea– advertise with themes where people can come back for a follow-up.
- Invite friends, colleagues, or family members to attend and support you during your speech.
- Post your speeches, evaluations, and Table Topics on LinkedIn, Facebook, etc. When your friends like or share, the shares become exponential

Make a list of the following people you might know and reach out to them

Who do you know that is...

- A teacher
- Recent college graduate
- Actor, artist
- Your neighbor
- Salesperson
- Entrepreneur
- Scientist, Nurse or Doctor
- In Human Resources
- Professional Speaker/Trainer
- Project Manager
- In Customer Service
- Retired
- Unemployed