**MEMBERSHIP GROWTH - RESOURCES**

In addition to this manual, refer to the information, ideas and tools for planning membership growth provided in the following resources:

Manuals

*MANUALS*

* *How to Be a Distinguished Club* (Item 299)
* *Distinguished Club Program and Club Success Plan* (Item 1111)
* *Let the World Know* (Item 1140)
* *How to Rebuild a Toastmasters Club* (Item 1158)
* *Club Leadership Handbook* (Item 1310)
* *Master Your Meetings* (Item 1312)

Club Programs

CLUB PROGRAMS

* Speechcraft Starter Kit (Item 205)
* *Moments of Truth* (Item 290A)
* Mentor Program Kit (Item 1163)

Promotional Materials

PROMOTIONAL MATERIALS

* Find Your Voice Brochure (Item 99)
* Confidence. The Voice of Leadership. (Item 101)
* Develop Your Leaders From Within (Item 103)
* 10 Tips for Successful Public Speaking (Item 105)
* Uncover Your Leadership Potential (Item 130)
* Become a Better Leader (Item 131)
* Find Your Voice Flier (Item 132)
* All About Toastmasters (Item 124)
* The Benefits of Toastmasters Membership (Item 354)
* Membership Building Kit (Item 1160)
* Success 101 (Item 1622)

Web Resources

*WEB RESOURCES*

* *Toastmaster* magazine
* *The Leader Letter*
* Resource Library

Sample Letters for Membership Promotion

**SAMPLE LETTERS FOR MEMBERSHIP PROMOTION**

The following letters are examples that can be used in promoting membership. Feel free to edit and adapt these sample letters to your club’s needs. Letters are most effective when they are individually personalized and are written in a friendly tone.

Letter 1

Mr. John Jones

122 Montgomery Street

Mount Vernon, Virginia 10000

Dear Mr. Jones:

The members of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Toastmasters club feel we have something to offer you.

The Toastmasters program presents an opportunity for men and women to learn to communicate more effectively and develop their leadership skills to better serve their employers and their communities.

The enclosed brochures, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, outline the Toastmasters program. We hope you will look them over.

We meet at (time) on (day) at (place). We would be happy to have you join us for (dinner, breakfast, lunch) and see firsthand what our club has to offer you. I will contact you within the next week to make arrangements for your visit. Meanwhile, if you have any questions about Toastmasters, please contact me at (address, phone number and email address).

We look forward to meeting you.

Sincerely,

President

Toastmasters club

**Letter 2**

Mr. Robert Smith, President

No-Sag Bridge Corporation

120 W. 20th Street

Riverdale, California 90000

Dear Mr. Smith:

If you are like most employers, you encourage your employees to become active in the community. They generally do this by joining a service club or special interest organization. All too often the employee affiliates with a club that stifles individual development, accomplishes little and offers limited professional exposure. Perhaps a reevaluation is in order.

The Toastmasters club is not a service club; it is an educational organization open to all. We exist solely for the benefit of our members, offering an inexpensive, proven program in effective communication and leadership. Unlike many expensive courses your employees may have attended, we do not function in a classroom environment. We are better described as a workshop, in which each member learns and develops communication and leadership skills through constant participation. We have witnessed vast improvement in every participating member.

I have enclosed a chart outlining the features and benefits of the program, as well as the value to both the individual and to organizations.

The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Toastmasters club meets at (time) on (day) at (place).

Please consider encouraging your employees to investigate the benefits available to members. We are not looking for numbers; we are seeking active members who, like ourselves, desire better communication and leadership skills.

For further information, please contact me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

Sincerely,

President

Toastmasters club

**Memo**

WHO: Toastmasters club

WHAT: Complimentary Luncheon

WHEN: November 5, 12:00-1:30 p.m.

WHERE:

WHY: To acquaint you with the advantages and opportunities available through Toastmasters.

Come join us for lunch and observe a program of impromptu speaking, prepared speeches and evaluations. Meet special guests and be a part of a unique experience. Learn what Toastmasters has to offer – improved speaking ability, faster thinking in impromptu settings, and better leadership skills are just a few of the benefits. Make this occasion a success by attending!

Complete this section and return by November 3 to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , or call to confirm your reservation.

I will attend the Toastmasters luncheon on November 5.

NAME:

**Letter 3**

Ms. Sue Williams

Dept. 482

Commerce, Inc.

Ft. Collins, Colorado 80000

Dear Ms. Williams:

We enjoyed having you as a guest at our Toastmasters meeting on Wednesday, November 5, and the opportunity to better acquaint you with our group. Perhaps by this time you have reviewed the handout material and would like additional information. If so, please feel free to contact any of the Toastmasters or call \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Vice President Membership.

Our next meeting will be held November 19, Building 11, Room 218, 12:00-1:30 p.m. If you plan to be with us bring your lunch (coffee is available). Please join us and start taking advantage of the benefits Toastmasters has to offer.

Again, it was a pleasure to have you at our luncheon and we look forward to seeing you again.

Sincerely,

President

Toastmasters club