

# 113 Ideas to Recruit New Members

These 113 ideas for getting new members are not in any particular order. We recommend that you look at each one and pick out those that you think will work for you, adapting them as you wish. **We hope that they will help your Club grow and become stronger.**

- Ask someone (everyone)
- Bring a guest
- Advertise in newspapers
- Advertise on public access TV
- Sample, demonstration or kickoff meetings
- Letters or personal contact with local businesses
- Contact with Chamber of Commerce
- Bookmarks inserted in library books
- Public meetings at malls, outdoor, etc.
- Speechcraft
- Booth at malls, fairs, festivals, etc.
- Pamphlets in doctors' office, hospitals, cafeterias, libraries, etc.
- Host an Open House
- Contact past members
- Hold membership drives and contests
- Warm greeting
- Guest information packet
- Guest introductions
- Encourage, but don't force, Table topics participation
- Ask for comments
- Clearly marked room
- Club business cards
- Distribute extra magazines in waiting rooms, etc. (put club label on them)
- Hold high-profile meetings
- Advertise at local colleges
- Have a guest speaker
- Have a special guest day
- Have a program for non-members
- Make prospective members feel important
- Have enjoyable programs
- Make some meetings social events
- Have a Club Web page
- Use email
- Put posters in stores
- Ask corporations and employers to sponsor or subsidize membership
- Have a reward program for those who bring in new members
- Create more fun
- Have a variety of snacks
- Invite the media
- Use word of mouth
- Network with coworkers, friends and family
- Follow up with guests (personal note, telephone, email as last resort --- make it personal)
- Have educational meetings
- Have friendly meetings
- Lead by example
- Have incentives for those who join
- Members give talks at other organizations (ask if you can bring brochures)
- Provide guests with free meals
- Corporate clubs provide brochure in new employee packets

Display trophies and ribbons  
Club sponsor's a deserving, needy individual  
Lure passersby with free food  
If you're the boss, make your employees join  
Ask the District for help  
Provide child care  
Hold joint meetings with non-Toastmasters groups  
Share your Toastmasters experiences with others  
Participate in community events  
Write letters to community groups  
Be active in Chamber of Commerce, Rotary, Kiwanis, etc.  
Publicize club successes, elections, contests, etc. in local newspapers  
Have a club newsletter  
Have a club brochure  
Hold a public debate  
Never cancel a meeting  
Members should be prepared  
Have a planned agenda  
Encourage interclub visits  
Form/join a Speaker's Bureau  
Teach public speaking at vocational technical schools, community college, continuing education programs, etc.  
Hold public workshops  
Wear your pin  
Mention Toastmasters at meetings of other organizations during announcements  
Send newsletter to guests  
Visitor Day – each member sends out ten invitations  
Talk up Toastmasters to those who express problems with public speaking  
Ask guests to join  
Get a three meeting commitment  
Advertise in church bulletin  
When asked about your speaking skills, tell them about Toastmasters  
Have informative meetings  
Make it FUN  
Bumper stickers, license plate rims, etc.  
Smile  
Invite guests to your place of business to get better acquainted with them  
Attract a wide age spectrum  
Give testimonials  
Elect a dedicated VP Membership  
Hold smooth meetings  
Get experienced Toastmasters to join as dual members  
Repeatedly invite prospective members  
Practice selling Toastmasters at club meetings  
Make it look easy  
Promote humor in speeches  
Make meetings more interactive  
Send Thank You notes to guests  
Have a table at trade shows  
Hold a talk-a-thon with as many speakers as possible  
Think like a child – how would you get someone to play with?  
"Put it in words" appeal to writers' clubs  
Toastmasters minute on the radio  
Interaction with storytellers' organizations  
"Do it for you" poster contest at schools  
Bring your boss

When someone notices your progress, tell them why and invite them  
Hold meetings at senior centers  
Have a new member kit  
Hand out flyers and brochures  
Have a host for each guest  
Hand out invitation cards  
Members constantly promoting and raving about Toastmasters  
Meet at a good location  
Explain the structure of Toastmasters

Source: various Toastmasters websites

# 105 Ways to Retain Members

These 105 ideas for maintaining the enthusiasm and dedication of your club's members are not in any particular order. We recommend that you look at each one and pick out those that you think will work for you, adapting them as you wish. **We hope that they will help your Club remain strong, vital and FUN.**

- Call when absent
- Put the member on the agenda
- Recognize each member
- Reward achievement
- Fun meetings
- Theme meetings
- Find out the individual needs of the members
- Attend officer training
- Have educational sessions
- Have a strong mentoring program
- Have guest speakers
- Have interclub meetings
- Have social activities
- Keep it fun
- Have lively meetings
- Allow time for everyone to participate
- Assign roles in advance
- Toastmaster calls and reminds ALL participants
- Have a mix of speeches
- Maintain regular email or phone contact
- Follow the agenda
- Share the load
- Conduct annual member interest survey
- Focus on supportive evaluations and positive feedback
- Promote the awards program
- Ensure that all members are active to their level of comfort
- Get them involved
- Praise
- Variety in meeting format
- Individual name tags or place cards
- Executives speak to members personally
- Recognize progress
- Make friendships
- Senior members set good examples
- Present Toastmaster pin when the Icebreaker is delivered
- "Over the Hump" ceremony when the sixth speech is given
- Induction ceremony – include sponsor
- Be open to new ideas
- Comfortable meetings
- Listen
- Use each member's specific skills
- Be warm and smile a lot
- Get to know each member individually
- Learn to laugh
- Social, yet learning atmosphere
- Executives delegate to members
- Have well-organized meetings

Show that you care  
Give the member responsibility  
Don't pressure new members  
Always manual speeches!!!!  
Change of pace in the meetings  
Continuity  
Re-invite inactive members  
Make them feel important  
Get them working on a goal  
Use them as mentors  
Talk up the benefits of Toastmasters  
Be an audience  
Treat others with dignity and respect  
Encourage growth  
Have a mystery night  
Non-threatening atmosphere  
Break up the routine  
Encourage members to get CC, AC, CL, AL, DTM and start over again  
Get them to attend a District conference (then international)  
Use the Successful Club Series  
Use the Better Speaker Series  
Use the Moments of Truth  
Plan ahead four to six weeks  
Have a backwards meeting  
Have a brainstorming session if short a speaker  
Positive and encouraging environment  
Annual award ceremony or recognition day  
Send out postcards  
Have an orientation meeting  
Partner up members for progress  
Encourage them to work on the leadership track  
Ask their opinion  
Have them write down their goals  
Incorporate activities outside of Toastmasters  
Have refreshments  
Car pools for older and handicapped members  
Timely meetings  
Send lost member the club newsletter  
Celebrate birthdays  
Recognize achievement with trophies and ribbons  
Have an informal get together after the meeting  
Periodically do training speeches to reinforce roles  
Talk about the next meeting and psyche them up  
Occasionally change the meeting time and place  
Get Well cards  
Telephone tree – call each member before each meeting  
Do things as a team  
Club pays entry fees and expenses for contestants  
Encourage members to enter contests  
Elect strong officers  
Have a "Terrific Toastmaster" plaque  
Tell them you miss them  
Design the meetings that the members want  
Encourage commitment  
Solve conflicts promptly and fairly  
Motivate and teach

Thank You recognition for special jobs  
Awards for attendance

Source: various Toastmasters websites