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
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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