

Ideas For Prospecting For Guests For Your Open House

1. Make your meetings fun! People will want to invite guests to share in the fun. Tell your friends how much you enjoy belonging to Toastmasters.
2. Make a list of the best things about your club. Offer an educational at your club with a Q&A session afterwards to get the club's input. You now have described the culture of you club and have a list of selling points to use when talking with prospective guests.
6. Create a guest list to invite prospective members who can specifically benefit from the topic, such as one of the Successful Speaker or Successful Club series. The evaluation and listening modules work particularly well!
7. Send out press releases on all your activities, including your Open House. Don't be discouraged if it takes awhile to be noticed. Small community newspapers are likely to give you the best coverage.
8. List your club with the local Chamber of Commerce. Ask them to list your Toastmaster meeting information in their newsletter. If a member of your TM club is a member of the local Chamber, ask them, or a club officer or Area Governor, as their guest to give a presentation to the Chamber on the benefits of Toastmasters membership and invite Chamber members to your Open House.
10. Advertise in local newspapers. Run a Toastmaster ad in your company newsletter, local church newsletters or programs. Research getting an interview or article in Company newsletters of businesses in your area.
11. Create a holiday invitation (St. Pat's, Halloween, Thanksgiving, spring, etc.) for your Open House. Ask each member to hand out invitations to friends and co-workers. Plan your agenda around the holiday theme.
12. Have an occasional Social Meeting to recognize the family and co-workers of your club members. Remember it is the support of these people who help enable the club member's participation. It's nice to include them once in awhile. This is often done successfully around a holiday or other special event.
13. Contact your city's various cultural centers. They may be interested in starting a Speechcraft for their members or perhaps a club. Many of these individuals will have English as a second language. It may be helpful to work with someone who is associated with that specific cultural community.
14. Post brochures and flyers about your club at your local library. Insert club membership flyers or bookmarks inside books about Public Speaking, Communication, and Leadership in your local library!
15. Post brochures and flyers about your club at local book stores, both new and used.
16. When someone compliments you on a presentation or a speech, be sure to mention that you developed your skills in Toastmasters. Ask if they would be interested in doing the same.
17. Ask your doctor, dentist, optometrist, hair salon, local businesses etc., if you can leave Toastmaster brochures in their offices. Make sure there is a phone number to call for more information. If members

have membership in multiple clubs, collect their extra Toastmaster magazines and distribute those too. Have a card stapled to the front with contact information with name, phone number and email address.

18. Wear your Toastmaster pin on a regular basis, not just at Toastmaster meetings. Have a 30 second speech ready for when people ask “What’s that nice looking pin you’re wearing?” “What’s Toastmasters?”

19. Invite your family and friends to attend the club, Area, Division or District Speech Contest.

20. Take your show on the road. Schedule your meeting in a new location where it will get new visibility. Suggestions: community center, library, retirement community, bookstore, etc. Get the facility to help promote your special appearance. Invite guests.

21. Appreciation night: Honor a community member at a special meeting. Ask the guest to say a few words promoting Toastmasters. Be sure to have lots of guests to help express your appreciation.

22. Design a club brochure or a brochure for all the clubs in your Area and distribute it to prospective guests. Post flyers on community bulletin boards. Prepare a flyer-listing clubs in your geographical area, rather than just an individual club.

23. Offer to pick up a guest so you know that they will make the meeting.

24. Invite your boss to a club meeting, with the possibility that he/she would encourage your co-workers to join Toastmasters.

25. Make a list of all the people you know who would benefit from Toastmasters. Invite one person from the list to each meeting. Be sure to ask them to join.

26. Put a Toastmaster bumper sticker on your car. Use a Toastmasters license plate holder. Use a Toastmaster coffee mug at work. Wear a Toastmasters polo shirt or t-shirt to exercise class, running errands, to the grocery store, eating out, to college, etc... Give these as opportunity gifts at your Area, Division Speech Contests and District Conferences; or as recognition gifts for a Job Well Done! Look at the Toastmaster’s catalogue for all these type items. Be prepared to answer questions.

27. Sponsor a Toastmasters booth at community events, craft show, fair, trade show, Career Fairs and Employment Fairs. Have a guest sign-in book, and follow up with people who express an interest.

28. Start a Speakers Bureau at your club. Make sure your speakers promote Toastmasters at their engagements by supplying them with TM membership brochures and TM business cards, so they can invite guests.

29. If a guest visits your club, but the meeting time or location doesn't work out for them, make sure you refer them to another club. Contact a district officer if you need help in doing this. Refer them to the District website.

30. Have a Table Topics session that is based on prospecting for guest ideas. Make sure someone writes down all the ideas and then plan a follow up strategy.

31. If you belong to other organizations that schedule speakers, try to include a fellow Toastmaster on the program, with the idea that this speaker will also provide Toastmasters information to the audience.
32. Write articles for your local newspaper. Make sure your biographical information includes your Toastmaster membership. Contact your Area Governor if you need assistance with writing this.
33. Read your Toastmaster magazine each month. There are good prospecting for guests ideas in it.
34. Attend club officer training and talk to officers from other clubs about how they prospect for guests.
35. If you meet in a public location, such as a restaurant, library, or church, have a placard or sign announcing that a Toastmasters Club meets here. Include your meeting date and time. These can be ordered from Toastmasters at a reasonable cost. For example: XYZ Toastmaster club meets here, Wednesdays at noon.
36. Be active in your community. This puts you in touch with other people who may be interested in Toastmasters
37. Inviting guests and membership building is the responsibility of every Toastmaster, not just the Vice President of Membership.
38. Leaflet a neighborhood with flyers about your club. This works well in apartment or condominium complexes.
39. Have a Recognition Meeting to acknowledge all members who have brought in guests.
40. Take a look in the mirror. Do you smile enough?! Guests want to see a smiling face welcoming them to a meeting.
41. Write an article for the Toastmaster magazine. Circulate it at your work.
42. If you own your own business, have you encouraged your employees to join Toastmasters? Invite some of your employees to your next TM meeting.
43. Have at least one meeting each month where the speakers and educational program focus on bringing in guests, membership and club building topics.
44. Ask the people you do business with on a regular basis to come with you to a meeting. Some ideas: banker, grocery clerk, gardener, veterinarian, postal clerk, real estate agent, clergy, retail store clerk, hair dresser, etc
45. Do you use the services of a department store personal shopper? These people come in contact with hundred of people a day, and need strong communication skills. Ask yours to accompany you to a club meeting.
46. Participate in Career Day at your local High School where you can tell students about Toastmasters. Don't forget, many high school seniors are 18 and eligible to join a club.

47. If your club meets at a church, request that your meeting location be published in the church newsletter or bulletin.
48. If you have children over 18, remember that they can join Toastmasters. While you may not want them in your own club, encourage them to find a club that will work for them. And don't forget their friends!
49. Have a monthly drawing for a Toastmaster prize. Every time a member brings a guest to a meeting, their name is put into a basket for a drawing. At the last meeting of the month a name is drawn out and a prize is awarded. Have a duplicate prize to give the guest if they became a member.
50. Post club flyers at local business school and vocational schools. Develop contacts and local business and vocational schools. Ask to do a presentation to classes regarding communication skills and how valuable they are in the job market. Have Toastmaster club information available to pass out and encourage students to attend a meeting. If the instructor permits, get names and addresses of students who would like someone to follow up with them.
51. Get some fellow Toastmasters to donate time for a television fundraising campaign like PBS, telethons, etc.. Wear Toastmaster T-shirts. If you get a group together the station will give the organization a plug. If it's a large enough group, you may be able to arrange an on camera interview about the organization.
52. Develop a Public Relations Campaign to keep your club name in the public eye. All members should always look for opportunities to get more publicity for Toastmasters in general, and your club in particular.
53. Break club members into teams and have a one-month guest/membership contest. The team that brings in the most guests is served a special dessert, provided by members of the other team(s).
54. Ask a Toastmaster who is working in the Discussion Leader advanced manual to do a session to lead the club in a prospecting for guest ideas session.
55. Do press releases to local media on all special events and on member's accomplishments. Include photos whenever possible.
56. Treat all guests warmly and make sure they are introduced to club officers and members.
57. Have a guest book, and ask guests to sign. Make sure you get their name, address, phone, email, for follow up. Then be sure someone follows up!
58. Make sure that your meeting location is conveniently located, accessible and user friendly.
59. Contact local businesses to see if they will allow your club to have a counter display at their location.
60. Provide inserts to be used in payroll envelopes.

61. Have a guest evening that is totally devoted to guests. Have a speaker explain what Toastmasters is all about, how much it costs, meeting frequency and time, etc. Every member must bring a minimum of one guest.

62. Prepare a two-sided club membership flyer. One side tells all about the Toastmasters educational program, a self-paced communication and leadership educational program by a non-profit organization, etc.. The other side gives testimonials about the organization, along with the profession of the individual. Include TM, district and club website addresses, and contact information for 2 members with email addresses and phone numbers. Distribute to local businesses, guests, and members to use when inviting guests to the next club meeting.

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