

How to Spread the Word about the Speak Easy Toastmasters Club

In order for the club to survive and be successful the club sets annual goals for important critical benchmarks.

Here are the Club Goal for July 2002 - June 2003

- The club earns the Select Distinguished Club Award.
- Members complete educational awards: 4 CTMs, 1 ATM, 2 CLs.
- Members sign at least 15 new members.
- The club files paperwork with Toastmasters International on time.

The most critical goal—the one that we need everyone's help—is membership increase. In order for the club to survive in the long term, we need to maintain 20 or more members. Bringing the membership close to 30 will give the club more breathing room.

In case you are wondering about what's in for you, the answer is simple: No club members means no club. No club means no place for you to practice and learn communication and leadership skills, at this location. Also, when you attempt to recruit new members, you are practicing and learning persuasion skills—skills you use every day to sell your ideas, opinions, products, or services.

It's OK if you can't help.

If you want to help, here's how:

1. If you are not a member yet, join.
2. Recruit new members.

Here's a five-step recruiting plan you can use:

- Step 1: Identify 3 or more prospects.
- Step 2: Tell them about the benefits of Toastmasters.
- Step 3: Invite them to a meeting as your guests.
- Step 4: Ask them about their impressions.
- Step 5: Give them new member application forms and ask them to join.

If they are not interested, don't push them. It's their decision. Having providing the information is sufficient.

If they are interested but they are hesitant, ask them to think about it and let you know or offer to be their Toastmasters mentor.

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