

# From Guest to Toastmasters Member

Guests can become members. Very few people join before being guests.

Providing ongoing information about Toastmasters can prepare guests to visit. Clubs need ongoing, continuous PR, because you can never tell when a prospect is going to decide to start looking for a Toastmasters club.

Ways to get guests:

- Members **invite guests**: card, brochure, and follow-up. This is the main method. There is no substitute for person-to-person contact. Tell others what TM has done for you.
- Perusing Facebook friends, LinkedIn connections, and their personal recommendations **can** trigger a person to visit.
- Club's Facebook and LinkedIn pages provide information to members' friends, colleagues, and associates. Refer to club website.
- Members must recommend or become fans of Facebook/LinkedIn pages.
- Perusing a website or newspaper **can** trigger a person to be a guest.

Club website can also meet member needs.

Get something onto websites or into papers to get guests. **Invite!**

Also, recognize members in your PR and on your website (the more likely to reach a guest).

- Meeting notices
- Two contests per year (at each of the levels)
- Officer training twice a year
- Educational, leadership, and TMOY awards
- Member profiles
- Club anniversaries
- Speechcraft, Youth Leadership, or Parliamentary Procedure programs

Hearing a TM speaker can trigger a person to be a guest – **invite** them! Card, brochure, follow-up.

Business groups, radio, cable TV, broadcast TV, online videos, churches, elevator speech.

Posters can trigger a person to be a guest—include invite, contact info, and club website. Follow-up.

Libraries, schools, businesses, newspapers/shoppers, newspaper websites, Craigslist, community websites, cable TV, broadcast TV. An advertisement slide at a local movie theater can be inexpensive and effective.

Open House—Get an outside speaker. Create brochure, answer questions, follow up.

Work—HR/upper management buy-in on benefits to employees.

Have a guest book, follow up, prepare guest packets to get members. **ASK guests to join!**

The TI website is mainly to recruit members and to meet the needs of current members. It could “sell” web surfers to visit.

Information on Membership Building Contests is available at [toastmasters.org](http://toastmasters.org)