

What is a Business Awareness Campaign?

The business awareness program is for community clubs to increase membership through contacts with businesses in their area, but it can be adapted for company or organization clubs to reach departments or divisions not represented in the club.

Toastmasters' value as an employee training tool has been endorsed by thousands of companies and government agencies around the world. Many companies sponsor Toastmasters clubs for their employees, but many other firms – especially smaller concerns – can best benefit by encouraging their employees to join existing clubs like yours.

A business awareness program can range from a local effort to a district-wide effort where a large organization is concerned. In some cases, the company or organization itself will be willing to promote Toastmasters.

On whatever level it is conducted, this program can result in increased membership as well as increased awareness of Toastmasters within the business community.

Here are some hints on organizing your club's business awareness program:

- Develop a list of businesses, industries and other organizations in your community.
- Determine which of your members have friends in, or do business with, each of the companies or organizations on the list and assign them to make contact.
- For those members contacting companies for the first time, the personnel manager, training director, or public relations manager are excellent starting points. Occasionally, lists of businesses furnished by chambers of commerce include the names of key persons, in which case you can make your contact using their names. Also, watch for new arrivals in town through local business magazines or newspapers.
- Send a letter to the contact; see Appendix I for ideas.
- A few days after mailing the letter, the member should make an appointment to call on the contact and explain how the Toastmasters program can help the organization. Each contact should invite the prospect to have dinner (or lunch or breakfast) with a group of Toastmasters and experience the program in action. Use the [Features, Benefits and Value chart](#) as a supplemental tool. *[Kyle's Comment: Remember, you are not trying to get this manager to join your club. You are trying to make them aware of how your club can enhance their employees' ability to be effective at work.]*
- Following the meeting, send a second letter to all the guests, acknowledging their attendance and requesting their cooperation to refer and encourage employees to become new members of your club.
- Be sure to emphasize to your members the importance of attending and participating in these meetings. You want to demonstrate to your visitors excellence achieved by a well-organized and complete club program.
- Select only as many companies as your club can effectively accommodate. If necessary, have more than one special guest night, allowing each guest to more fully participate in the program.
- Testimonials: When telling about the members and club program, talk about the successes enjoyed by Toastmasters who are employed by the same company as your guest, members of your club, or Toastmasters International.