

# 10 Tips Promote Your Club... Now!



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- 1** Set up a club website. Tout what makes your club great. Add a button to invite feedback. Act on it.
- 2** Print a club business card with these details: meeting date, time and location, web address, social media handle and hashtag, contact name and phone number. (See TI template.)
- 3** Attend networking events. When given the opportunity to introduce yourself, also mention that you are a Toastmaster. Tell colleagues how they can benefit from such professional development. Hand out your club business cards.
- 4** Contact H.R. Officers in local companies. Have a formatted letter sent out to inform them of the benefits that your club can offer.
- 5** Run a Toastmaster ad in your company newsletter.
- 6** Invite your boss to a club meeting.
- 7** Open a booth at a fair. Allow guests to try a Table Topics question. Offer a treat. Hand out your club business cards.
- 8** Try to get a link placed on your local City, Chamber, college, and high school websites.
- 9** Take all of your Toastmasters ribbons, awards, and trophies that you win and display them at work. Be ready to hand out that club business card.
- 10** Hold a Speechcraft. It is the quickest means by which non-Toastmasters can jump right into the process of improving their speaking skills and an effective means for your club to build membership.

**Bonus:** Hold a club meeting Table Topics session based on ideas promoting club membership. Make sure someone writes down all the ideas and then plan a follow-up strategy.