



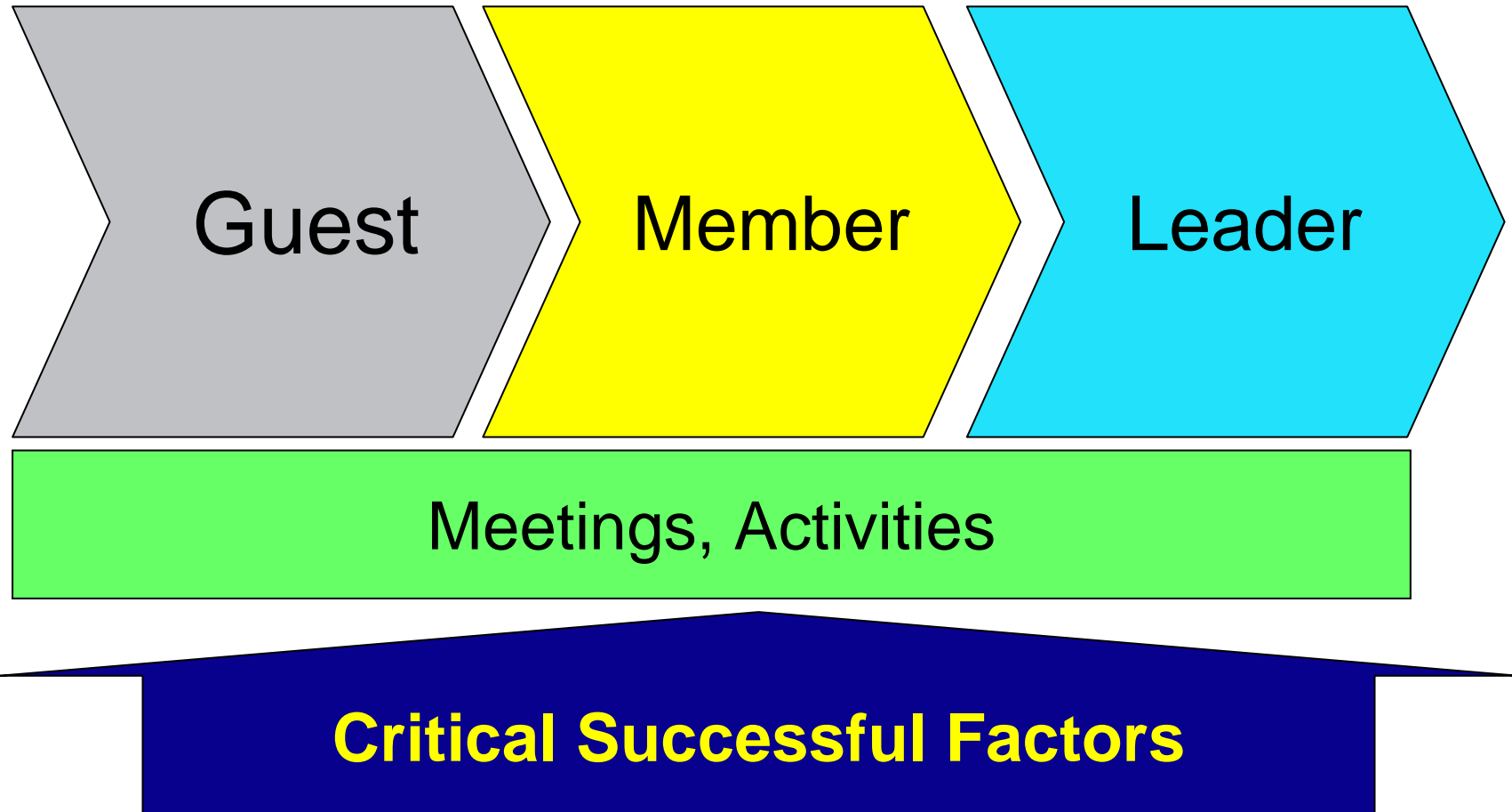
Helen Chen

JJ Chang:



Amanda Uy

Attracting New Members to Your Club



Attracting New Members

By Lester Lin

ATM-S



New Members are Essential

- Never underestimate the need for new members.
- Any corporation must always keep an eye on getting new employees.
- Turnover is a **FACT OF LIFE**. It is not necessarily a fault of the club.

New Members are Essential

- Every club must keep their eye on getting new members.
- Target: 30 – 40 members on the roster.
- Promote this goal with your club members.
- Pursue this goal vigorously

More Members =

\$ More revenue \$



More Members

- Economies of Scale
- Cost of venue divides to a lower cost per person.

More Members

- Many other benefits of new members that JJ Chang will cover

Marketing and Sales

- Who's our Market?
 - Geographically
 - Demographically
 - Age
 - Education
 - Interests
 - Language

Marketing and Sales

- What is our Basic Product?
- Meetings.
- Simple Goal:
 - GET PEOPLE TO OUR MEETINGS.
 - EXPERIENCE TOASTMASTERS

Marketing and Sales

- A lot of Fish in the sea.
- What's our Bait??
 - Fun
 - Friendship
 - Fellowship
 - Furthering Communication Skills/English
 - Fear (overcoming it)

Your Employees'

Public Speaking

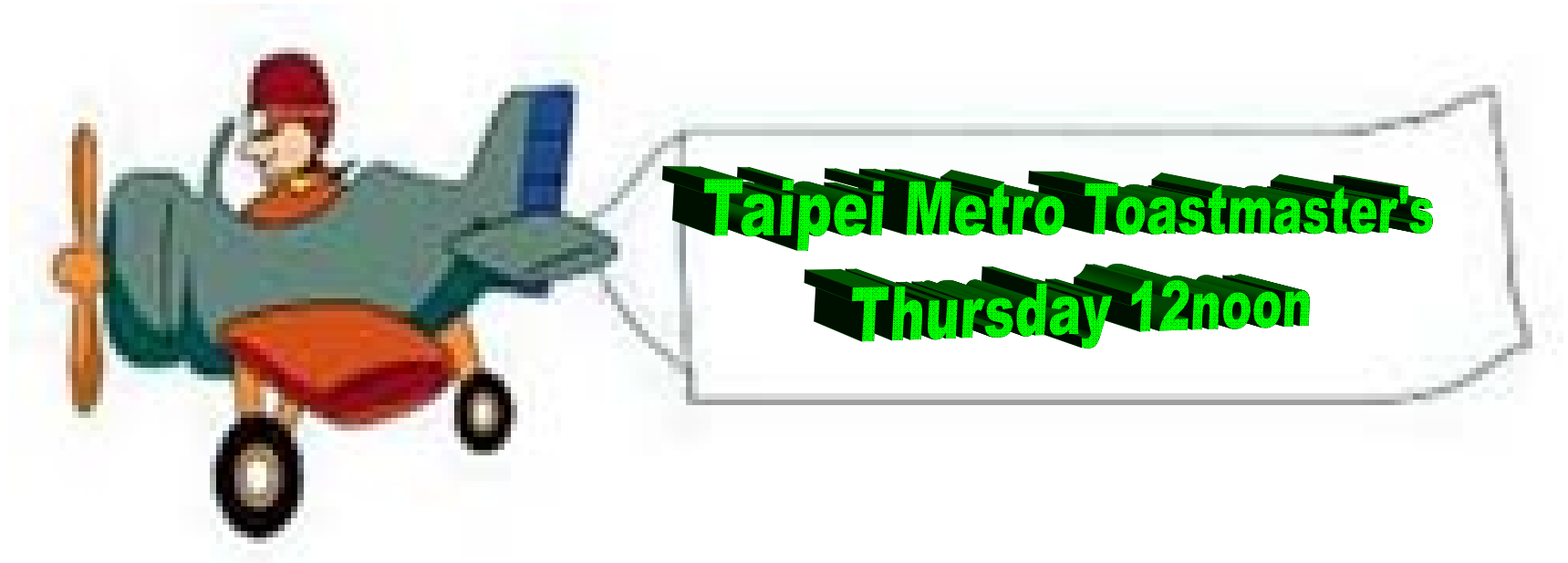


Fearful?



Confident!

Advertising: Getting the word out!



Advertise!
Distribute Name-cards
Brochures, Fliers, and Emails.

Advertising.

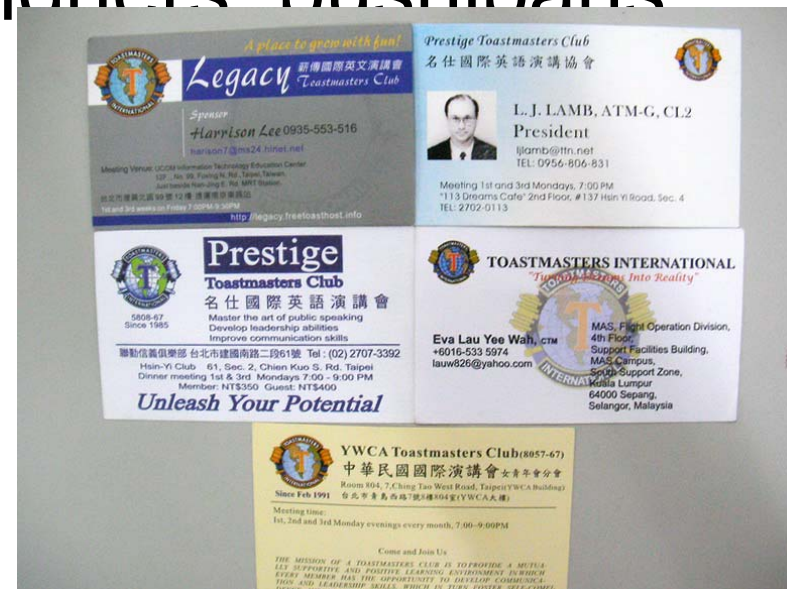
- Word of Mouth.
- Talk up Toastmasters
- Bring a friend
 - Will Ryan – Athena's club
- Invite Friends, Family, Colleagues
- Strangers...
- A great pick-up line...

Advertising.

- Don't be afraid to be consistent.
- Chinese water torture.
- Call... Email...
- Over 10 years before I went to a meeting.

Advertising.

- Club name cards
- Pass them out.
- Post them on bulletin boards
- Students, foreigners, bushibans
- Colleagues
- Family
- Friends
- MRT



Advertising.

- Sign at your meeting venue
- Bulletin Boards
 - Companies in your building?
- Newspaper
- Blogs

Advertising.

- Promote the benefits!
 - Fun

More Members =

A+

More Fun!



More Members =



MORE MEMBERS

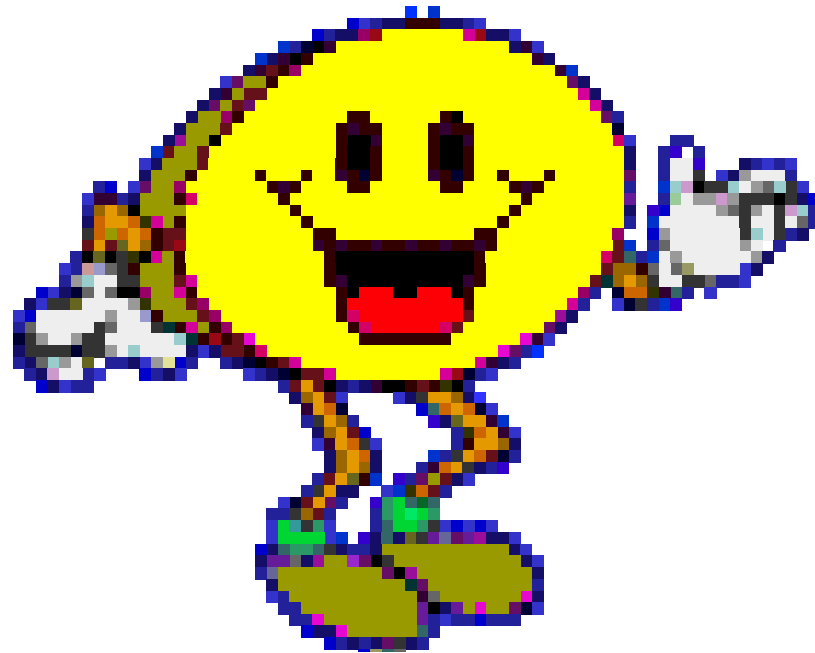
Provide:

More Fun!



Warning to Singles:

- You may find Romance



George Yen after meeting Jory at a Toastmaster's meeting.



Advertising.

- Promote the benefits!
 - Fun
 - Friendship
 - Fellowship
 - Furthering Communication Skills/English

Internet Strategy

- At Taipei Metro, We consider our webmaster an officer.
- It's an Internet world

Internet Strategy

- Website
 - Are your details up to date?
 - Your next meeting?
 - Address?
 - Directions?
 - Map

Meeting #57 - Tentative Agenda

057-20081211.xls
date:2008.12.8

Dear members & guests,

Our next meeting will be on Dec. 11, 2008 (Thu.) .
Please refer to the attached agenda for your reference.

For assignment takers, please inform
Toastmasters of the Day (Sunny Chang)
once you are not available.

The prepared speakers ,
Daniel Lin(C1), Dal Gemmell (C2) & Amanda Pang(C1) ,
please confirm with me about your speech project, topic &
the duration at your earliest convenient.

Thank you for your attention.



**Next meeting:
Thursday, May 1, 2008,
7:00pm @ Mr.Brown on Nanjing
East Rd and Xin Shen North
Express Way.**

World Mosaic

Toastmasters Club

The proven way to
become a better speaker

Internet Strategy

- Email
- An easy invitation template that club members can use to invite a somebody.

Email Templates

Dear Friend,

May I extend an invitation to you?

I have recently been participating in a club which I think you might also have an interest in.

It is called Toastmasters.

Toastmasters has been expanding all over the world for the past 84 years.

There are over 11,000 clubs, and over 200,000 members, and that makes us the largest non-profit educational organization in the world.

Toastmasters has two main focuses.

1. Teach people leadership, public speaking, and communication skills
2. and provide club members with a mutually supportive environment to practice and grow in these areas.

We have a lot of fun, and build great friendships in our meetings, while at the same time we improve by growing personally.

Furthermore, it is a great place to improve in English (or other language)

I'll give you a follow up call to see if you could join me at a meeting next week.

We meet on: 12noon at the following address: 32nd fl. #207 Tun Hua S. Road Sec. 2 on the 2nd and 4th Thursday of each month.

Best regards,

Lester

Tel: 0922 769 156

email: lesterlin@yahoo.com

Internet Strategy

- Promotional Emails for Meetings.
- Template that club members can forward.
- Chinese water torture. Over 10 years before I went to a meeting.
- **Mailing List**
- **Keep on emailing all guests until they ask to be taken off the list!**

Thursday Lunch... Ready to have some fun?

Get ready for the **Taipei Metro Toastmasters Club** NOON TIME meeting in the Taipei Metro Building,

TODAY!!

**FEATURING THE DEBUT C1 SPEECH OF OUR BEAUTIFUL RACHEL CHEN.
THE C5 SPEECH OF OUR DEBONAIR AND HANDSOME ... ROGER TSAI.
AND THE C3 SPEECH OF OUR WILDLY COLORFUL ARTIST, VICTOR
SHTEINBERG. (warning.. he is always full of surprises)**

Come and see for yourself why people pack our room to enjoy this time together!

IT'S SIMPLY AMAZING

A light lunch is provided courtesy of Asia Cement, and Yuan Ding.

Venue:

Taipei Metro Toastmasters Club -

28 Fl. 207, TunHua S. Road, Sec. 2, Taipei

2nd and 4th Thursday's 12.05 - 1.20pm

Enthusiastically,

Lester Lin

President, Taipei Metro Toastmasters Club

lesterlin1@gmail.com

Email Signature

- In your signature on your emails:
 - Come visit Taipei Metro Toastmasters Club
 - 2nd and 4th Thursdays of each month
 - 12 noon to 1.30pm
 - 207 TunHua S. Road Sec. 2
 - 36th floor

Email Tips

- Avoid Attachments!!

Email Tips

- Jpeg picture inserted into an email.

Advanced Internet

- MySpace or Facebook page
- Google/Yahoo advertising.
 - Pay per click search engine based.
- Blogging... go into chats and discussion forums.

Club branding

- Inner promotion: Email
- Promote your theme.
 - Achieving Together
 - Learning by Doing
 - Simply Amazing
- Advertise your meetings internally and externally
- Your venue
- Great things about your club.

Advertising.

- Promote your Super Stars!
- Taipei Metro
 - Neal Stovicek.
 - Japan National Champion
- Prestige
 - Jon Kurth: Evaluation Champion
 - LJ Lamb: Evaluation Champion
 - David Lin: Japanese Humorous Speech Champion
 - Kate Hsu: Taiwanese Evaluation Champion



Club Legacy

- Keep the members.
- Build an identity and pride of being a member of your club.
- Teamwork.
- Promote. Achieve Together.

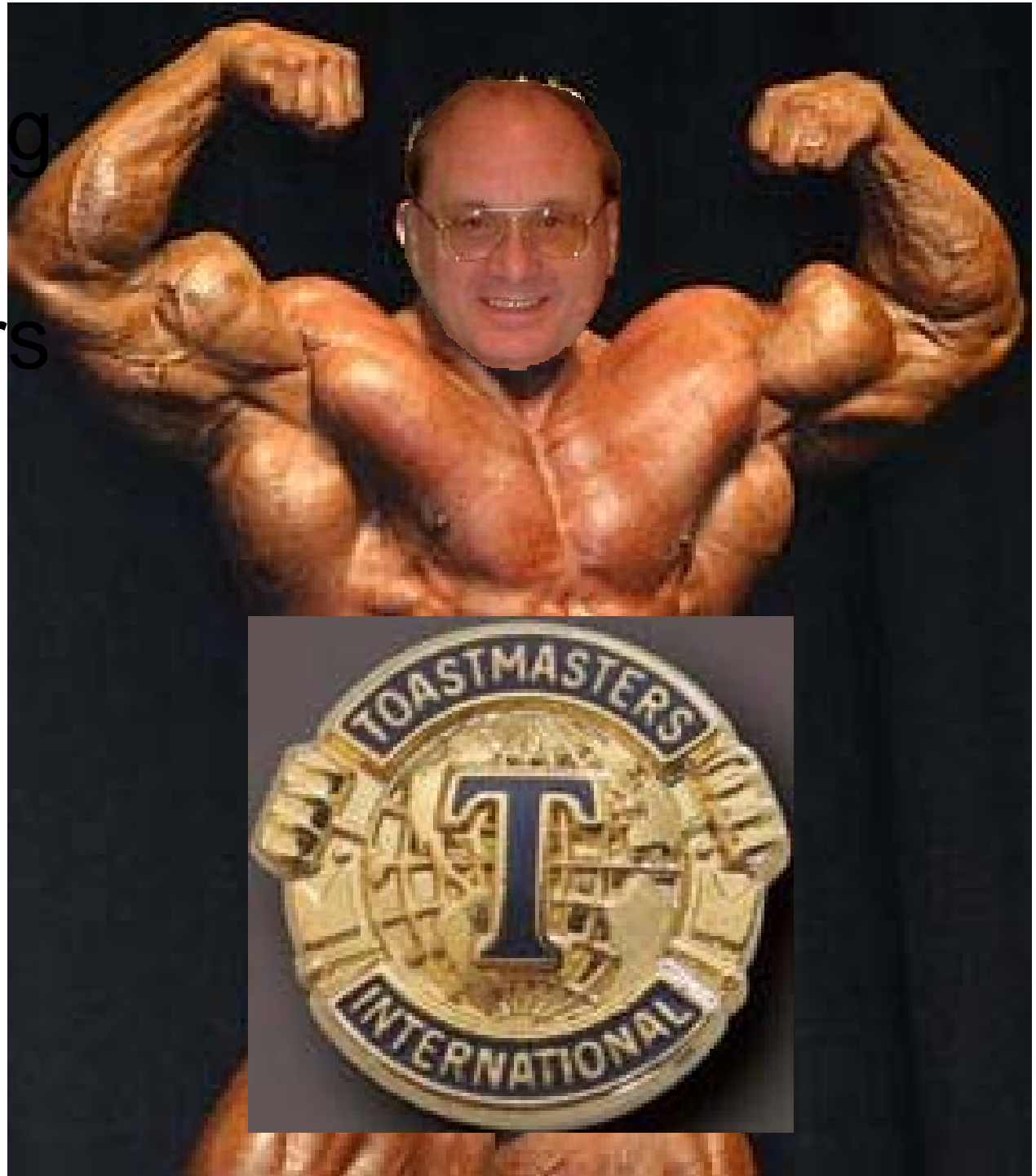
- What makes a club attractive to new members?

Visiting other clubs

- Promote your meetings at other clubs.
- Network with other clubs and members:
 - Maybe you can attract a DUAL MEMBER
 - INVOLVEMENT and PARTICIPATION from other clubs brings good ideas, and fresh faces.

Attracting
New
Members

Wear Your
Toastmaster
Pin Everyday.



Attracting new members



Display your Toastmaster Magazine

Library

Dr. Office

Have a card attached, and contact phone number.



The Personal Touch

- When people call for information.
 - What's your tone?
- Do you welcome them wholeheartedly?
 - Can I get your phone number
 - Send the agenda for our next meeting by email?
 - Call to confirm.