



Converting Guests to Members

Helen Chen



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Converting Guests to Members

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- Design interesting programs/workshops
- Encourage laughter
- Educational and quality meetings
- Provide information packet for guests
 - Show them the manuals (Chinese and English)
- Follow up with thank you emails
- Send invitations to the next meeting
- Send invitations to “unofficial” events
- Get to know guests and share success stories



Promote The Value of being a Member

- The manuals \$300
- The monthly magazine, delivered to your door for 12 months!
\$1200
- The education: Bushiban @\$200 - \$400 per hour = \$1600 per month.
- Go to typical corporate training sessions, and the cost per person is usually over X,000 per person.
- Could boost your career.
- Get more from your employees or people you manage.
- Way more fun. Gets your nose out of the books, and actually using English to communicate!
- New Friendships.
- WARNING: IF YOU ARE SINGLE...
- Great place to network.

Treat Guests Properly

Sit with a guest during the meeting

The Luci Lu Way

The Gordon
Brooks Way

The Way the Rest
of Us Do It.

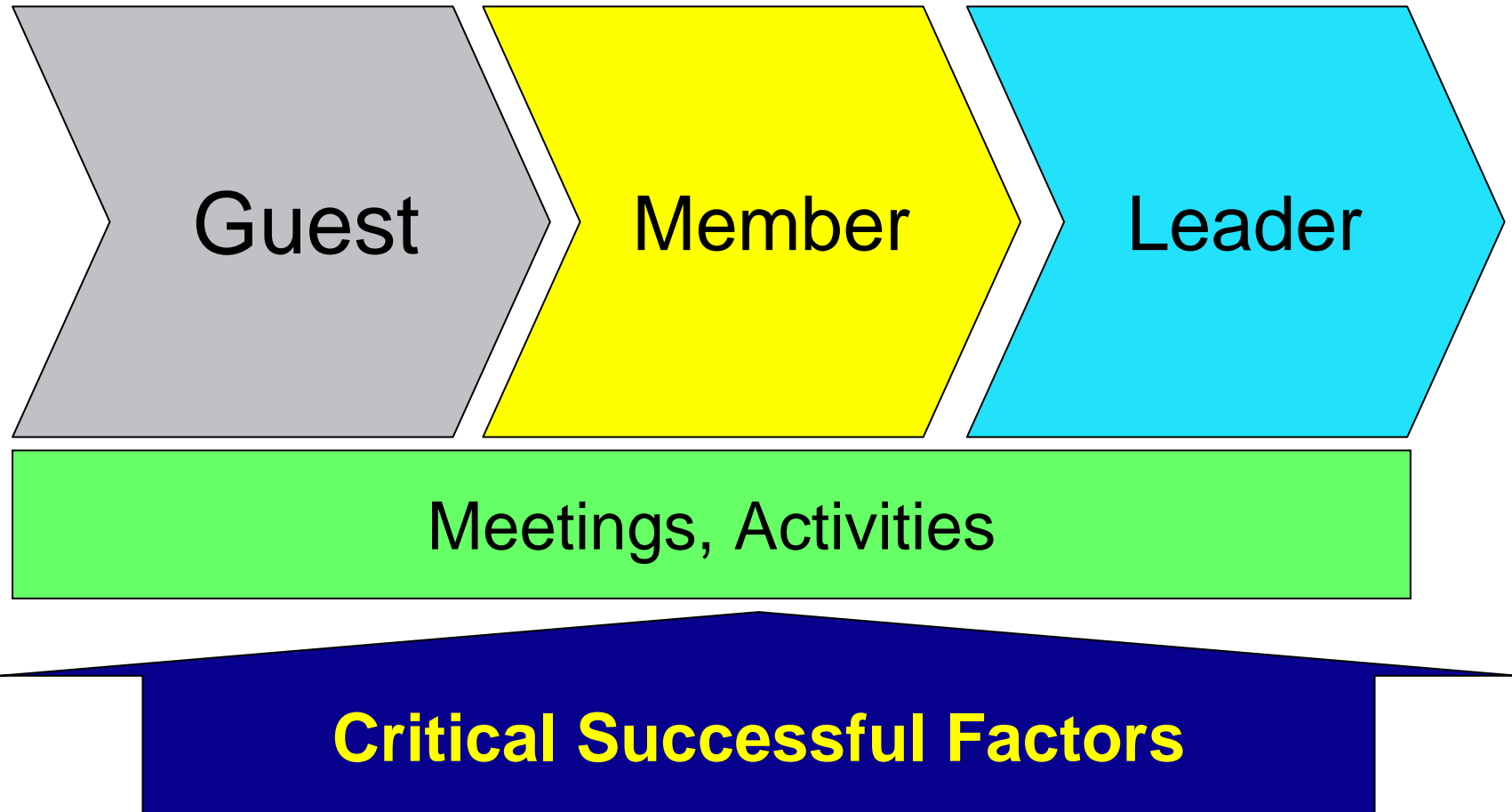


Make Guests Feel Welcome!



Speak with them afterwards.

Attracting New Members to Your Club





Getting Members
to Achieve and
using Senior
Members to Attract
New Members



JJ Chang:



Attracting New Members to Your Club – CSF

- New Blood joining
- Members, Senior Members
- Quality Meetings
- Learn & Growth

There are more things behind success



Attracting New Members to Your Club – CSF

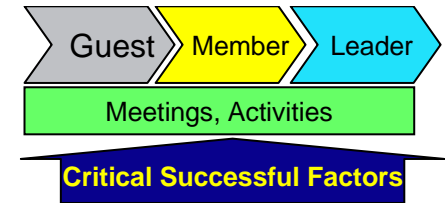
- Make them move on.
- Push them to get CC, and then move on
- Retain Senior members
- Attitude
- Club climate



Attracting New Members to Your Club – CSF

Make them move on

- **It's a long way to make a guest become a new member, so don't lost it.**
- Three speeches in 3 month
- 10 Speeches in a year
- Assign speech instead of solicit speech



Attracting New Members to Your Club – CSF
Push them to get CC, and then move on

- **Speeches after CC are crucial in attracting guests to become members**
- CC is not the destination of joining TM
- CC is just begin of speaking skills
- If no AC in your club, invite from others
- Ask/Return favor from other clubs



Attracting New Members to Your Club – CSF Retain Senior members

- **Senior members are your treasure in attracting new members**
- Senior members stay when they feel belonging
- Show you care
- Let them feel they are needed
- Help them continue growth
- Show your energy



Attracting New Members to Your Club – CSF Attitude

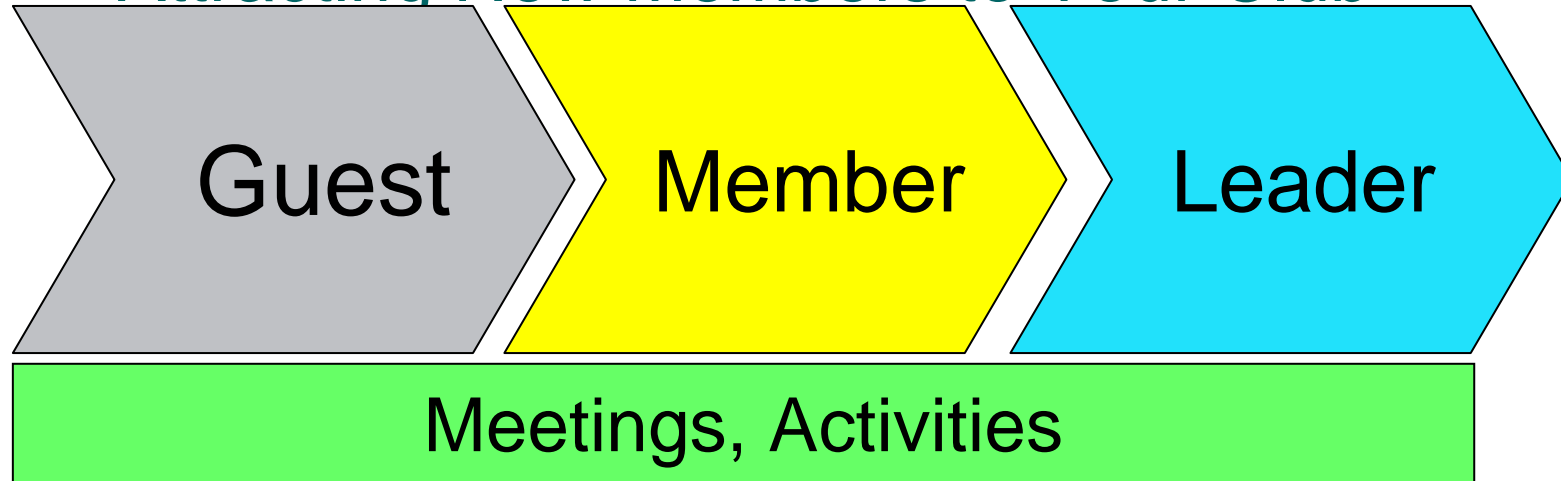
- **Attitude determine how far you can go**
- Not to take it for given
- Devotion, Passion. (People help who help themselves)
- Well prepare (Agenda, Assignment, Jokes, Speeches)
- The concept of not to say thank you.



Attracting New Members to Your Club – CSF Club climate

- **Club climate determine everybody's stay**
- We are here for fun, learning, growing
- Camaraderie (Friendship, team work, understanding, help each other)

Attracting New Members to Your Club



Critical Successful Factors

- Guest will be moved/excited when they feel your energy
- Let the CSF fill your meetings, and activities.
- Your club will become magnet to all the guests

The BID comeback story



Amanda Uy

In Conclusion

A large group of people, including men and women of various ages, are gathered for a group photo. They are dressed in semi-formal attire. Many are holding gifts, including boxes, bags, and a stuffed dog. The background features a large red banner with white cursive text that reads "Prestige 20th Anniversary Party". The banner is decorated with gold tinsel. The setting appears to be an indoor event space with light-colored walls and columns.

Prestige 20th Anniversary Party

As each of us apply these efforts, it will enable the Club to continue providing the positive, enjoyable, supportive environment we need to learn and grow as communicators and leaders.

New Members Provide:

New Ideas!



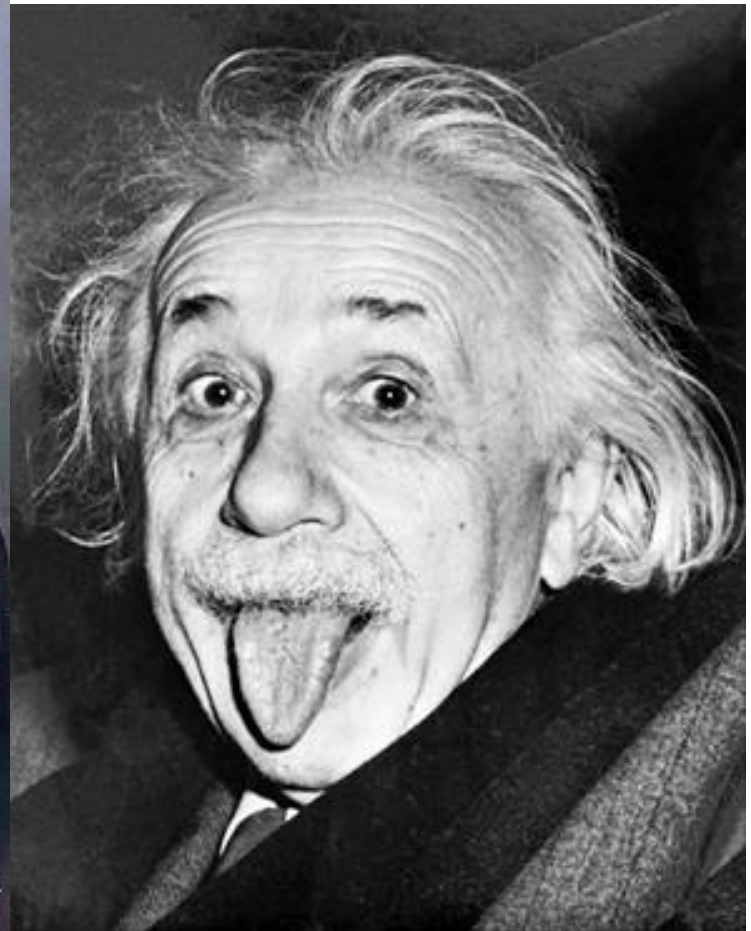
New Members Provide:

A larger pool of leaders



New Members Provide:

A larger pool of leaders



Help us get new members

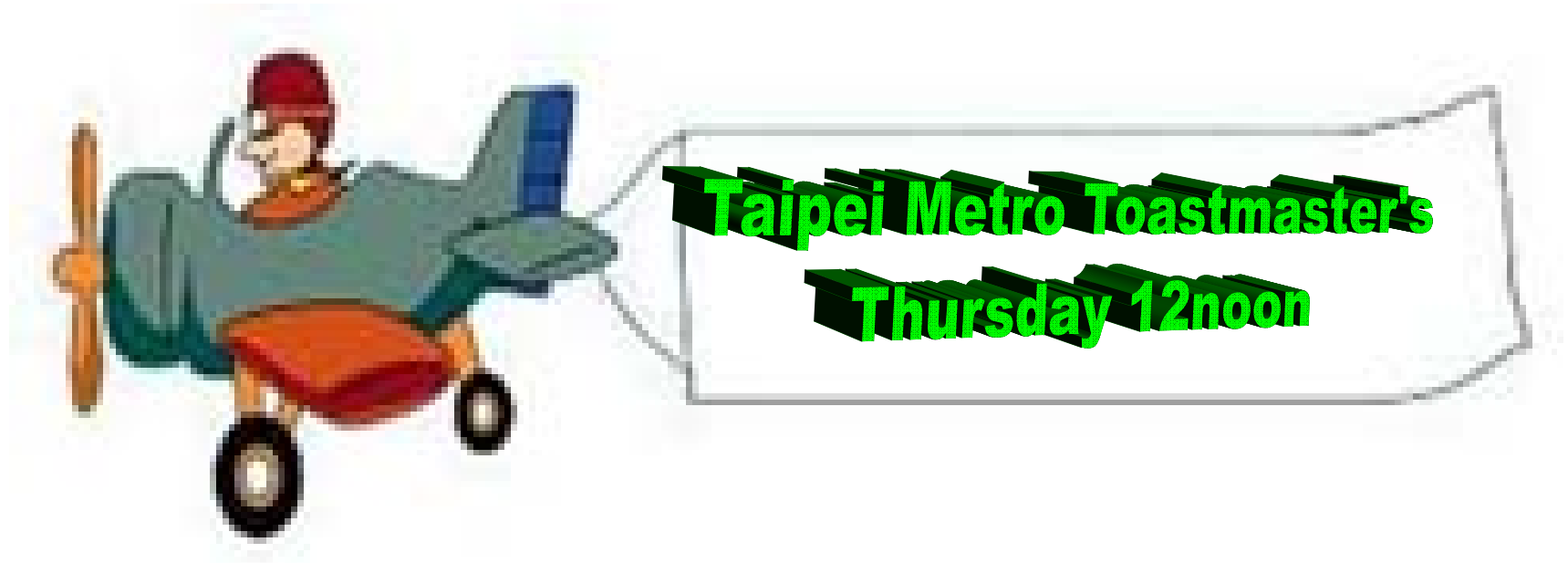
Talk to your friends, relatives and co-workers

Joe,
Check out
the **WOMEN**
at Prestige!!
They are
SO HOT!

It was an unbelievable
experience to have
LJ Lamb evaluate me!



Help us get new members



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



Lester Lin

lesterlin1@gmail.com

4/

To: Lester Lin;

TOASTMASTER INTRO

Dear Friends,

Have you ever heard of Toastmasters? This is the largest **non-profit** educational organization world.

Toastmasters focus is to help train people in the skills of Public Speaking, and Leadership...**ALL HAVE FUN.**

I have been attending the Prestige Toastmaster club for many years. I have benefitted so much both **PERSONALLY**, and **PROFESSIONALLY** from my participation that I thought that I should write a note to you and invite you to come.

You not only get a chance to improve and practice your English, but you will also learn the skills speaking and leadership. It's a lot of fun as well, and you get to meet many interesting people.

We meet on the 1st and 3rd Mondays of each month, and the Mr. Brown Coffee Shop on #1 Næ Road Sec. 3, and Hsing Sheng North Road, on the 2nd floor. There is a small charge of \$200 to cover the costs of the Coffee and Cake that is served, and other misc. expenses.

If you would like to come, please give me a call, and we can coordinate together.

Best regards

Attracting new members



Put up a sign at the venue

Help us get new members

Start a Speedcraft Program



Help us get new members

Start a Speechcraft Program

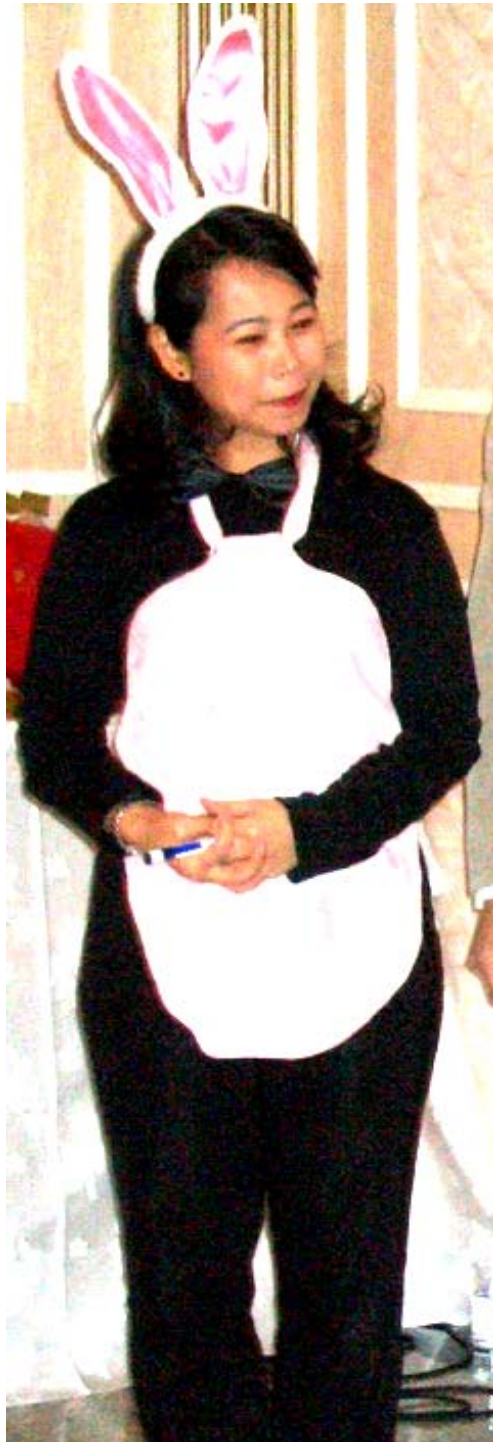
A speedboat is shown moving across the water, leaving a white wake. The background features a coastline with buildings and hills. A semi-transparent text box is overlaid on the image.

Speechcraft programs are short courses in public speaking that are offered by Toastmasters for people not wishing to make the full commitment to join a Club.

Treat Guests Properly

Greet Guests
at the Door.





Treat Guests Properly

Past President
Adrienne Bee
Greeting Guests at
the Door.

Attracting new members



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Make Guests Feel Welcome!



Speak with them afterwards.

Treat Guests Properly



Treat Guests Properly

Invite the guest for coffee



- Fresh Ground Coffee Beans
- Fresh Brewed Coffee
- For an Experience you will never forget.
- Come for Coffee and enjoy a Prestige Toastmaster Meeting

* * A paid advertisement

Treat Guests Properly

Or invite them

-for a 2nd Twa...



Treat Guests Properly

Ask the guest
to come again!

FOLLOW UP!





Club Recognition

- **Beat the Clock!**
 - **(contest dates: 5/1 - 6/30)**
- **Smedley Award**
 - (contest dates: 8/1/ - 9/30)
- **We get a ribbon for the club banner for each contest.**

- **Add five new, dual or reinstated members to our membership roster between May 1 and June 30 to receive a special *Beat the Clock* ribbon to display on your club's banner.**

New Members Provide:

New ideas

A larger pool of leaders

More fun

More revenue

Help us get new members

Talk to your friends, relatives and co-workers

Wear your Toastmasters pin every day

Display the *Toastmaster* magazine

Distribute brochures and fliers

Conduct a Speechcraft program

Treat Guests Properly

Greet them at the door.

Sit with a guest at the meeting

Speak with a guest afterwards

Invite them for coffee after the meeting

Ask them to come back AND follow up.

**"That's
all
folks!"**



