

TOASTMASTERS

From Prospect To Guest To Member



Putting words into action.

PROSPECT

The importance of new members

New faces, ideas and speeches make the Toastmasters experience more enjoyable and worthwhile for all members.

The Benefits are Clear.

Think about what you gain as a member of Toastmasters. By giving others the opportunity to join, you help them:

- Improve speaking, listening, thinking, and leadership skills.
- Discover hidden abilities and bring latent talents into use.
- Obtain an expanded vision of the role of communication.
- Increase self-esteem through active participation in personal development.



Who Is A Potential Toastmaster?

Toastmasters come from all walks of life. Take a few minutes and make a list of potential members. You will find your list includes people from your workplace, your civic and social groups, your neighborhood, and your friends and relatives. Include anyone you know who is interested in personal development.

GUEST

Welcome to the Club

Collecting names is not enough – give each person a brochure and an invitation to a Club meeting. Invite them for a specific date – the next meeting – not just for a possible visit sometime in the future.

Do it Right.

Treat guests at your Club exactly as you would guests in your home. Make sure guests are introduced to each member and acknowledged formally during the meeting.



Give your guests a sample of the warm friendly atmosphere, the comfortable learning, and the feeling of achievement they will get in Toastmasters.

How Can Toastmasters Help the Prospect?

What needs does the guest have that Toastmasters can meet? To close the sale show how specific segments of the Toastmasters program can help meet various needs. For example, if someone needs help clearly presenting unprepared ideas in front of a group, tell them about Table Topics and how it will help.

Here are some needs and Toastmasters activities that will help them:

NEED:

Prepared speeches
Impromptu speaking
Conducting meetings
Personnel review
Management/support
Leadership Development

SOLUTION:

Communication and Leadership Program
Table Topics
Toastmaster of the Day
Evaluator
Participation as a Club officer
High Performance Leadership Program

Additional Selling Points.

If you still need help convincing someone to join, remind them of these factors:

- **Price.** At \$36 per year (plus Club dues), the Toastmasters program is extremely cost-effective.
- **Time.** Toastmasters Clubs meet for one to two hours once a week or every two weeks. Prospects will appreciate the relatively small time commitment.
- **Convenience.** Toastmasters Clubs meet various days of the week in the morning, at noon, or in the evening. Most people can find a Club with a convenient time and location.
- **Quality.** More than 3 million people have benefitted from Toastmasters since it began more than 70 years ago. The educational materials are continually upgraded to provide the best products available.



MEMBER *Enrollment*

Once the prospect has decided to become a member, the following steps need to be taken.

Enrolling a new member.

- Complete a membership application (form 400) with the individual. Make sure that the information is correct and legible. Since you are sponsoring the new member be sure to fill in your



full name and home Club number. Make sure the new member and a Club officer sign the application.

- Propose the individual as a member of the Club and vote on his/her admission during a Club business meeting.
- Immediately obtain a check for the membership dues and new member fee, as well as any Club dues.
- Mail the application form and check to World Headquarters immediately.

When World Headquarters receives the application and dues, it sends a New Member Kit to the new member.



The Most Important Part.

Your efforts have been productive, and the prospect has joined. Now make sure every new member gets out of Toastmasters what he/she needs. New members immediately need to become involved in Club activities. The following steps should be taken to get off to a good start:

- Hold an orientation session – use the *New Member Orientation Kit For Clubs* (Catalog No. 1162) to explain the Toastmasters program, including manuals, meeting assignments, evaluation, involvement opportunities, etc.
- Conduct an installation ceremony – details for performing a brief induction program are found in the *New Member Orientation Kit For Clubs*.
- Provide a mentor – an experienced Toastmaster who can assist the new member during his/her early assignments. Use the *Club Mentor Program Kit* (Catalog No. 1163) to organize a mentor program in your Club.
- Promote involvement – schedule an Ice Breaker speech for the new member within one to two meetings. Also assign meeting roles for other meetings. Make sure the new member speaks as often as possible for the first few months.
- Complete the circle – give the new member a copy of this pamphlet and urge him/her to invite guests to each Club meeting.

The mission of a Toastmasters Club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.



**Need more information about membership growth
or finding a Toastmasters Club?**

Write or call:

TOASTMASTERS INTERNATIONAL

P.O. Box 9052

Mission Viejo, California 92690 U.S.A.

(949) 858-8255 ■ FAX (949) 858-1207

From North America call our voice mail system at 1-800-9WE-SPEAK to request information about finding a Club to join or organizing a new Club. A complete list of Toastmasters Clubs is also available on the World Wide Web at <http://www.toastmasters.org> or send E-mail to tminfo@toastmasters.org