



**L.A.C.E. Spring 2014**

**Advanced Training  
V.P. of Membership & V.P. of Public  
Relations**

**Gwen Earle, ACB, ALS  
Division G Governor, 2013-2014**



# Agenda

- ▶ Welcome/Introductions
- ▶ Club Mission Statement
- ▶ Overview of VP-M and VP-PR Responsibilities
- ▶ Exercise – What Have You Learned
- ▶ Exercise – Ways to Increase Membership
- ▶ Club Marketing Plan
- ▶ Resources to Help Create Club Success
- ▶ Summary
- ▶ Close/Q&A



# Club Mission Statement



# The Club Mission

- ▶ *To provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.*



# **VP-M and VP-PR Responsibilities**



# Club Officer Responsibilities

- ▶ **As Vice President Membership,** responsible for building membership and ensuring a strong membership base by satisfying the needs of all members.
- ▶ **As Vice President Public Relations,** responsible for coordinating an active public relations and publicity program. These efforts help to attract new members.





# Exercise

**What have you learned?**  
**What would you do differently?**  
**What would you continue to do?**



## Exercise

**What are some ways to increase membership?**





# Recruit New Members

- ▶ **Every member is responsible for contributing to the success of the club and to the success of fellow members.** Ensuring the club has enough members to properly conduct club meetings is part of that responsibility. Some things members can do to help attract new members:
  - ▶ Talk to friends, relatives, and co-workers
  - ▶ Wear a Toastmasters membership pin every day
  - ▶ Develop and maintain a quality club website
  - ▶ Display the Toastmasters magazine
  - ▶ Distribute promotional brochures and fliers
  - ▶ Publish in the local newspaper meeting times
  - ▶ Conduct Open House Events
  - ▶ Create an account on a social networking site, such as meetup.com, Facebook, etc.



# What is your Club Marketing Plan?

*Always, Always Have a Plan*  
— Rick Riordan



# Create Your Club Marketing Plan

What is the Internet Marketing Mechanism?

What is the Non-Internet Marketing Mechanism?

What is the desired number of members in the next 3 months and 6 months?

What are the next steps with achieving membership goals outlined?



# **Resources to help Create Success**

***When you Promote Your Club.....They will  
Come!***





# Marketing/PR Tips & Tools

See past quarterly issues of the M/PR Newsletter at [www.toastmasters.org/](http://www.toastmasters.org/)

## MPRNewsletter

The screenshot shows a web browser window displaying the M/PR Newsletter page. The browser's address bar shows the URL <http://www.toastmasters.org/Members/News/Newsle>. The page features a dark blue header with a red triangle on the left, the text "M|PR TIPS & TOOLS" in large yellow and red letters, and the Toastmasters International logo on the right. Below the header, a yellow banner reads "Marketing Zone". The main content area has the heading "MEMBER RETENTION: FOCUSING ON GUESTS" in blue, followed by the sub-heading "Make a Good First Impression" in red. The text below discusses the importance of a good first impression and provides tips for making one. To the right of the text is a photograph of a man and a woman shaking hands at a meeting table. At the bottom right, a yellow box titled "What's New" contains a bullet point: "Use this updated PowerPoint to communicate the benefits".

**Marketing Zone**

### MEMBER RETENTION: FOCUSING ON GUESTS

#### Make a Good First Impression

Think back to the time when you walked into your first Toastmasters meeting. What gave you a good or bad impression? Use that experience to develop ideas for winning over guests when they visit your club. If you are attentive and make them feel welcome, you might gain a new member.

Start with their first impression: Is your club easy to find online? Ensure that the current meeting information is listed on your [website](#). Include a contact name and phone number to call. Don't forget to record a cheerful voice mail greeting that encourages callers to leave a callback number. At each meeting, use [signage](#) to help prospective members find the meeting room and display the club banner in a prominent place.

Often, guests are nervous when they arrive. Encourage all the club members to

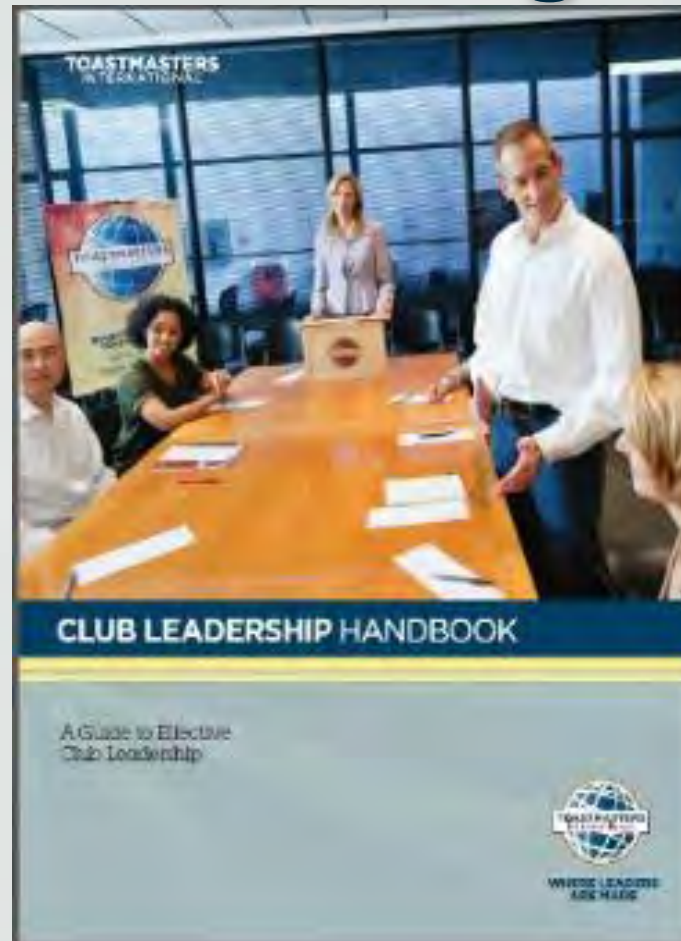
**What's New**

- Use this updated [PowerPoint](#) to communicate the benefits



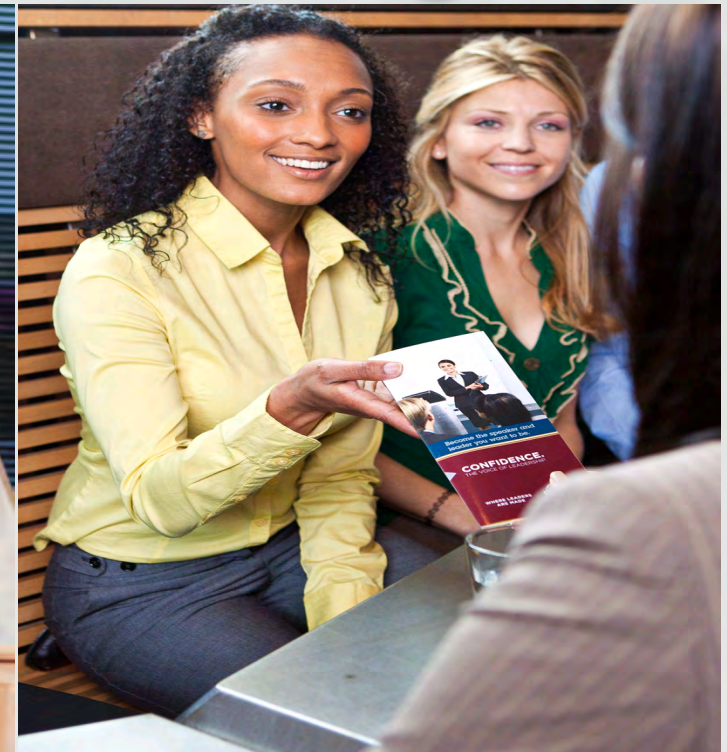


# Club Leadership Handbook – [www.toastmasters.org](http://www.toastmasters.org)





# Finding New Members for Your Club – [www.toastmasters.org](http://www.toastmasters.org)







# Attracting New Members to Your Club – [www.toastmasters.org](http://www.toastmasters.org)





# DISTINGUISHED CLUB PROGRAM AND CLUB SUCCESS PLAN – [www.toastmasters.org](http://www.toastmasters.org)







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# Close

*If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build end up building us.*

*-Jim Rohn*



# Questions or Comments?

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