



TOASTMASTERS
INTERNATIONAL



**WHERE LEADERS
ARE MADE**

FINDING NEW MEMBERS FOR YOUR CLUB

The Successful Club Series

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www.toastmasters.org

THE SUCCESSFUL CLUB SERIES

Toastmasters International's *The Successful Club Series* is a set of presentations addressing the subject of quality club meetings. Members will learn about the skills and standards they must strive to achieve for their club to be successful.

Most presentations in *The Successful Club Series* may be offered by any club member and require 10 to 15 minutes to present.

CONDUCTING THE PROGRAM

"Finding New Members for Your Club" emphasizes the importance of building membership, suggests methods for finding new members, and describes how to treat guests when they visit the club: This product consists of four parts:

- ▶ Definition and explanation of the presentation
- ▶ Guidelines for your introduction to the audience
- ▶ Outline for the development of your speech
- ▶ CD of a PowerPoint presentation to be viewed along with your speech

In Your Own Words

The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material in your own words and with your own narrative style. The outline is a structure on which to build your presentation. Use the points of the outline to develop your speech, but be the author of your own oration.

Here are some tips on using this outline to develop and deliver your presentation:

- ▶ Study the outline in this manual carefully. Familiarize yourself with the general structure. Preparation is the key to a successful presentation.
- ▶ Use the outline to build your own speech using your own words. Prepare a set of notes indicating where you wish to pause, gesture, or add special verbal emphasis. Highlight key words or sentences to help you present the material most effectively.
- ▶ When delivering your speech, be expressive. Use all of the presentation skills you have learned as a Toastmaster, including vocal variety and gestures.

USING VISUAL AIDS EFFECTIVELY

Visual aids add interest to any presentation and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides for this presentation as visual aids, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the outline, there are indications for placement of the PowerPoint slides. Each is numbered. For example, V 1 refers to the first visual.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material on the visuals onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper, and write on every third or fourth page so succeeding visuals will not show through. Also, make your letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, including a projector bulb, extension cord, extra marking pens, etc.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flipchart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. Do not talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, and then resume speaking only after you are once again facing your audience.

EVALUATION AND ADVANCED AWARDS

Because this is an outlined presentation, for presenting it you will not receive credit toward completing a manual speech project, but you may receive credit toward your Advanced Leader Bronze (ALB) or Advanced Communicator Silver (ACS) award. Ask your vice president education to assign an evaluator for your presentation.

Conducting any two presentations from *The Successful Club Series* and/or *The Leadership Excellence Series* is one component of qualification for ALB recognition. Conducting any two presentations from *The Better Speaker Series* and/or *The Successful Club Series* is one component of qualification for ACS recognition. For further details, please view the Toastmasters International website: www.toastmasters.org/membereducation.

FINDING NEW MEMBERS FOR YOUR CLUB

Introducing The Presenter

TIPS FOR THE PRESENTER: WRITE YOUR INTRODUCTION

All prepared speeches in Toastmasters require an introduction. A proper introduction of you and your speech is important to the success of your presentation. Use the following as a guide in writing your introduction:

- ▶ Include the purpose of *The Successful Club Series*.
- ▶ Explain why “Finding New Members for Your Club” is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Incorporate some background about yourself.
- ▶ Read *When You’re the Introducer* (Item 1167E) for further details on giving a proper introduction.
- ▶ Give your finished introduction to the person who will be introducing you.

TIPS FOR THE INTRODUCER

- ▶ Ask the presenter any clarifying questions.
- ▶ Rehearse the introduction.

ICON KEY



PowerPoint slide number

FINDING NEW MEMBERS FOR YOUR CLUB

Outline

INTRODUCTION

New members are important to the success of every Toastmasters club. New members mean better meeting programs, new ideas, a larger pool of potential leaders, more fun, and more funds for the club. But a host of activities and responsibilities compete for people's time and attention. Priorities and interests change often and members leave the club. Without enough members, clubs can't provide the positive, enjoyable, supportive environment that is the hallmark of the Toastmasters learning program.

Let us share the benefits we have gained for ourselves with others. – Dr. Ralph C. Smedley.

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
- ▶ Display the *Toastmaster* magazine
- ▶ Distribute promotional brochures and fliers
- ▶ Conduct a Speechcraft workshop
- ▶ Create an account on a social networking site, such as [meetup.com](https://www.meetup.com) or [yelp.com](https://www.yelp.com).

Presenter:

After discussing these options, solicit further ideas from the audience. If there is sufficient time, continue the discussion using information from the Success 101 flier www.toastmasters.org/Success101.

TREAT GUESTS PROPERLY

When an individual does visit a club, the treatment they receive from current members during their visit is a strong factor in the decision whether to join the club or not. At every meeting, all members should make every effort to:

- ▶ Greet guests at the door as they arrive
- ▶ Sit with a guest during the meeting
- ▶ Speak with the guest after the meeting

V1

V2

V3

- ▶ Invite the guest to join members for any after-meeting socializing
- ▶ Ask the guest to visit again

Presenter:

Review recognition members can receive from Toastmasters International or from the club for sponsoring new members. Visit www.toastmasters.org/membershipcontests for information about Toastmasters membership-building contests.

V4

CONCLUSION

Toastmasters is a very personal organization in that people are brought into the club on a personal basis. A club's membership will grow only as each member becomes personally involved. One enthusiastic person can bring more members into a club than all the tools ever devised by a membership committee. Always keep the club's membership efforts personal, helpful, and friendly.

V5

A guest never forgets the host who had treated him kindly. – Homer

Evaluation Guide

Evaluator's Name _____

Presentation Title _____ Date _____

- ▶ How effective was the speaker's introduction in helping the audience understand the purpose of *The Successful Club Series* and the presentation itself?

- ▶ Was the presenter adequately prepared? How heavily did the presenter rely on notes?

- ▶ How did the speaker use vocal variety to enhance this presentation?

- ▶ What other techniques did the speaker use to personalize and augment the presentation? Were they effective? How?

- ▶ Did the speaker display the visuals smoothly and at the appropriate times? How could the speaker improve?

- ▶ What aspect of the speaker's presentation style did you find unique? Why?

- ▶ Did the speaker present the material clearly and simply so audience members could easily use the information to improve their own skills?

- ▶ What could the speaker have done differently to make the presentation more effective?

- ▶ What did you like about the presentation?

Notes



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