

Club Marketing Guide

Find resources to help grow your Toastmasters club.



Fliers



Brochures



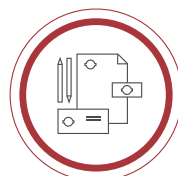
Events



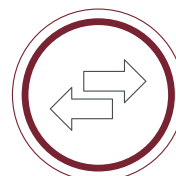
Corporate Clubs



Web Tools



Branding



Conversion

Adding new members is a great way to bring fresh perspectives into your club and is a goal in the Distinguished Club Program. In this document, you will find various marketing materials to help you not only attract new members but set them up for success on their journey as a Toastmaster. Many resources are customizable for your club, so take some time to add your club information before sharing. Click on the title of a resource to download it directly from the Toastmasters website.

You are encouraged to use resources found in this guide throughout your term as a club officer. Strategize with your fellow officers on how you can best utilize resources and don't be afraid to put yourself out there. Experiment, try new things, and see what works best for you and your club. We hope you find this guide helpful and you can successfully utilize it to help find prospective members, invite them to attend a meeting as a guest, and finally convert them to the newest members of your club!





Fliers



While fliers traditionally are printed and hung around the community, in schools, or a workplace, all of these fliers can also be customized and shared digitally! Use these to bring general awareness to your club and to invite prospects to meetings.

- ▶ **Find Your Voice** – Outline how a Toastmasters membership can help improve public speaking and communication skills with this customizable flier.
- ▶ **Online Magazine Flier** – Add this flier to guest packets to share the highlights of the *Toastmaster* magazine online edition with prospects, guests, and members.
- ▶ **Online Member Flier** – Clubs holding online meetings can use this flier to invite prospective members to attend a meeting. This flier is available in 11 languages!
- ▶ **Online Prospect Flier** – Add your club's online meeting information to this customizable flier and then share with prospective members. This flier is available in 11 languages!
- ▶ **Prospective Member Flier** – Quickly explain the benefits of being a Toastmaster and invite prospective members to attend a meeting.
- ▶ **Navigating Pathways Flier** – Promote the Pathways learning experience to prospective members and your club's members with this flier, which is available in 11 languages!
- ▶ **Uncover Your Leadership Potential** – Explain the benefits of Toastmasters and how members grow their leadership skills by sharing this flier.



Brochures



Brochures can be printed and handed out at your club meeting, around the community, or at your special event. They can also be shared digitally and are a great tool for prospective members to gain more information about Toastmasters programs.

- ▶ **All About Toastmasters** – Give prospective members and guests a better understanding of Toastmasters by sharing this brochure.
- ▶ **Find Your Voice** – This brochure explains the communication and public speaking skills gained through Toastmasters. This brochure is available in 11 languages!
- ▶ **The Benefits of Toastmasters Membership** – Outline the benefits of a Toastmasters membership easily by sharing this one-page document.
- ▶ **Your Path to Leadership** – This brochure explains Toastmasters and focuses on how a membership can help build leadership skills. This brochure is available in 11 languages!



Events



Holding events can be a great way to attract prospective members and have them learn more about Toastmasters. We recommend holding at least one open house meeting and one Speechcraft event every year. Here are a few resources to help you hold and promote special events.

- ▶ **Open House PowerPoint** – Use this customizable PowerPoint presentation during your open house meeting.
- ▶ **Open House Fliers** – With four designs to choose from, you can find the perfect flier to promote your open house meeting.
- ▶ **Speechcraft Promotional Video** – Share this informative video with prospective Speechcrafters and members to highlight the strengths of the Speechcraft program.
- ▶ **Speechcraft Informational Webinar** – Watch this webinar recording for guidance and tips on how to get started before hosting a Speechcraft event.
- ▶ **Speechcraft Content Overview** – Familiarize yourself with the content found in Speechcraft so you can communicate the benefits to prospective Speechcrafters.
- ▶ **Speechcraft Digital Bundle** – Ready to host your own Speechcraft event? Purchase this bundle to get started.
- ▶ **Special Event Flier** – If your club is holding a special event, announce it to the world by using one of several designs, customizing it with your club information, and sharing it on social media, email, or in person.
- ▶ **Toastmasters Online Store** – From balloons to welcome ribbons, you will find plenty of promotional products to use at your event.



Corporate Clubs



Corporate clubs often face their own challenges as compared to community clubs. Use the following resources to either help start a new corporate club or grow the one in your workplace.

- ▶ **Corporate Club Soft Skills Flier** – This flier helps to explain the benefits of sponsoring a Toastmasters club and is perfect to be shared with a company's leadership team.
- ▶ **Corporate Club Flier** – Explain the benefits of joining your corporate club with this customizable flier. Share this flier via email, intranet, or by printing it and hanging it in your workplace.
- ▶ **Corporate Marketing Letter** – Share this letter with leadership in your workplace for a deeper understanding of the Toastmasters program and how your company could benefit from sponsoring a club.
- ▶ **Develop Your Leaders From Within** – This brochure includes information on the Toastmasters program, Pathways, and testimonial about the benefits of sponsoring a corporate club.
- ▶ **Transform Your Talent** – Help decision-makers understand why sponsoring a Toastmasters club is a smart decision with this flier.



Web Tools

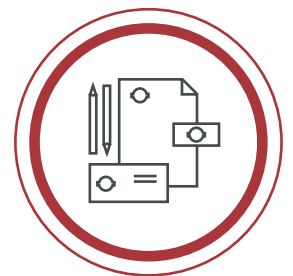


Use these digital resources to keep up on the latest marketing materials and for content that can be shared on social media, added to your club's website or newsletter, or emailed to prospective members.

- ▶ **The Leader Letter** – Not only does this monthly newsletter pass along important information for you to thrive in your role, but it is where you can find the latest marketing materials created by World Headquarters.
- ▶ **Rotary Alliance Email Template** – The alliance with Rotary is a great way to find new, prospective members. Use this email template to connect with a Rotary club and to invite their members to attend a club meeting.
- ▶ **Toastmaster Magazine** – Find insightful articles on communication, public speaking, and leadership topics. Articles are great to share on social media or on your club's website or newsletter.
- ▶ **Why Toastmasters?** – This interactive webpage answers questions prospective members and guests may have. Share it with them so they can gain information on how Toastmasters works and the benefits of being a member.



Branding

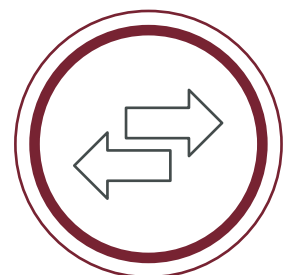


While using branded marketing materials is important to help present a united image across all Toastmasters clubs, you are not limited to using the materials found in this guide. You may use the following resources to create your own branded materials—just make sure they meet our branding standards!

- ▶ **Brand Portal** – Find resources to create your own Toastmasters-branded materials in one convenient location.
- ▶ **Email Banners** – Give your emails a professional feel by branding them with a True Maroon or Loyal Blue Toastmasters banner.
- ▶ **Email Signature** – Take your emails to the next level with a Toastmasters email signature.



Conversion



Attracting guests to attend a club meeting is only the beginning. Here are a few resources to not only help you convert prospective members, but to ensure they are set up for success in Toastmasters.

- ▶ **From Prospect to Guest to Member** – This document helps guide the process from finding prospects, inviting them to join a meeting as a guest, and eventually converting them to Toastmasters members.

- ▶ **Guest Email Follow Up** – Once a guest attends a meeting, make sure you follow up with a communication to see what you can do to help them become a Toastmaster. This email template is an easy way to reach out to them.
- ▶ **New Member Orientation PowerPoint** – Help new members understand the Toastmasters program and your club’s expectation and rules with this customizable presentation.
- ▶ **New Member Profile Sheet** – Encourage new members to complete this sheet to establish clear goals, which club officers or a mentor can use to then recommend a relevant learning path.
- ▶ **Prospective Member Follow-Up Email** – Use this email template as an easy way to reply to prospective members when they contact your club. Also available in **French** and **Japanese**.