



10 Sure Fire- Ways to Attract Visitors

Does your community know about your club? Do they know how valuable being a member of your club is? Attracting visitors is the first step in building your club. This includes improving the profile of your club in your community. With help, your club can master the following sure- fire ways to let more people know about your club and watch the visitors arrive!

1. Have a club website. In these days of internet shopping, many people use Google to find services they want. Your club needs a website. Ask a younger member of your club to create a website or ask another club for help. It is essential that your club has an internet profile so that interested people of your community know where to find you and the benefits they will receive when they visit your club. List venue, time and benefits of a club meeting on your website. Check out freetoasthost.org.
2. Facebook, Twitter and social media. This is a new communications medium that is changing our world. It is the chosen medium of the younger generation who are keen to improve their networking and connections with others. In recent natural disasters, it has become the preferred communication system of announcements and sharing of information. It is a great opportunity to let your club and its activities be known.
3. Word of Mouth (WOM). Make a list of the best things about your club. Each club member can use these as selling points when recruiting new members. Having someone recommend a service or activity has an added layer of credibility. Ensure your club members have a customer experience that generates conversation-worthy "buzz" naturally. WOM is a powerful medium for telling your contacts about the wonderful benefits you've experienced by being a member of your club.
4. Speechcraft. An intensive course about confidence in communication and leadership skills is another way to attract visitors to your club. It is a hands– on program which provides the how-to practical experiences for the participants of the course. Regularly exhort the benefits of being a Toastmasters member to continue their learning and practicing their skills. Encourage each Speechcrafter to become a member of your club.



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5. Marketing. Place an ad in your school/ church newsletter or bulletin. List the club with the local Chamber of Commerce. Have club business cards printed with the club name, location, time and contact person so that members can hand them out to potential visitors. Place an ad in the local newspaper, as community events are often printed free. If you meet in a public place (ie a restaurant), have a sign that announces your club meeting time and date. Insert an ad with your local “Welcome to the Community” packs as a way to invite people who are new to the locality to come along to your club meeting. Go to <http://www.toastmasters.org/vbp/> for templates of business cards, flyers and brochures.

6. Newspaper stories. This is a great way to celebrate the achievements of your club members and special events as well as attract visitors interested in what you are doing. Send press releases to local media on all special events, awards, contest and honors. A photo along with a story tells a thousand words, and some people are not internet– savvy and like to read about local events in the paper.

7. Personal invitation. Challenge each member to bring at least one visitor to a meeting. Have a “Bring a Friend” meeting where your club is showcased for people who are interested in enhancing their skills. Personally inviting a friend along to share in your club meeting makes them feel special and wanted.

8. Toastmaster Magazines. Ask your doctor, dentist, optometrist, chiropractor, hair salon or barber shop, tyre fitting shop etc if you can leave Toastmasters brochures/ magazines in their waiting area. Make sure you have a phone number or email address on each brochure or magazine. Give your local library and bookstore copies of Toastmasters magazines, brochures or club flyers or bookmarks advertising the time and place of your meetings and the benefits they will gain from coming along to your club meeting.

9. Local displays. Contact local businesses to ask if they will allow your club to post a flyer or have a counter display. Consider having a booth at a local fair, craft show, trade show, career fair, sports tournament etc. This way your club continues to benefit from a high profile in your community, sell your message and let people know about your club.

10. Wear your Toastmasters pin. Be proud to be a Toastmaster and your achievements. It's a good conversation starter!

Enhance the profile of your club in your community and experience the benefits for you and your club.