

HELP OUR CLUB GROW

THE 3-2-1 CHALLENGE

Let's keep our Toastmasters club strong, vibrant and growing - one conversation at a time!

Here's how the 3-2-1 Challenge works:

- 1** **Personally tell (at least) 3 people** - family, friends or colleagues, about Toastmasters and invite them to one of our meetings
- 2** **Post 2 times** on your personal or professional social media:
 - Once after a meeting, sharing something you learned or loved
 - Once before our next meeting, inviting your network to attend
- 3** **Bring 1 guest** to one of our next few meetings

WHY IT WORKS:

- Personal invitations are the #1 reason guests attend Toastmasters
- Small actions from each member create big results for a club
- It builds a culture of outreach, confidence and visibility

Let's do this together - it's as easy as 1-2-3

**THE CLUB
MARKETING
EDGE**

Scripts for VPPRs, sample conversations starters and sample posts for Facebook and LinkedIn available at:
www.toastmastersd69.org/club-marketing



3-2-1 Challenge: Content Pack Overview

More guests. More energy. More momentum.

The 3-2-1 Challenge is a simple, action-focused campaign designed to help **any** Toastmasters club grow by tapping into the most powerful tool we have - personal invitation.

Whether your club is struggling and needs a boost, or thriving and wants to stay strong, this program gives you a ready-to-go strategy to get more guests through the door and create a culture of outreach.

Why it works:

- People are far more likely to try something new when personally invited by someone they know and trust
- Small actions from each member can lead to big results - without any financial cost
- It helps members speak about Toastmasters confidently and naturally

How the 3-2-1 Challenge works:

The club chooses a month to focus this activity in. Every member is encouraged to:

- 3 – **Tell three people** in the month about Toastmasters and invite them to a meeting
- 2 – **Post two times** in the month on their social media (after one meeting and before the next))
- 1 – **Bring one guest** to a meeting in that month

What's in this pack:

- A short script for club leaders to introduce the challenge at a club meeting or exec meeting
- Flexible messaging for both strong and rebuilding clubs
- Tailored sample posts for Facebook and LinkedIn
- Conversation starters to help members naturally talk about Toastmasters with friends, family and colleagues, as well as tips on what to do if their contacts show interest (or object!)
- An optional 7-10 minute role play exercise that could be run as an educational session
- A tracking spreadsheet so you you can measure the effectiveness of this initiative

This is a low-effort, high-impact way to build visibility, bring in guests, and keep your club moving forward - one conversation at a time. Let's do this - it's as easy as 3-2-1!

We would LOVE to hear about any wins or feedback you may have as a result of implementing this challenge! Please email prm@toastmasters69.org!

Scripts for VPPRs or Presidents to announce the 3-2-1 Challenge

These scripts could be read out at an Executive Meeting to table the idea, or directly at a club meeting by the VPPR or President in the announcements section of the agenda.

This challenge can be run at any time, but **we recommend that clubs choose to focus on doing it in one month**, and asking all members to commit to doing the 3-2-1 items in that month.

2-Minute Script: Introducing the 3-2-1 Challenge (for clubs with low membership)

Hi everyone. I know we've been feeling the impact of low member numbers - and it can be tough to keep the energy high when our meetings are smaller.

But here's the good news: our club *can* grow again - and it starts with each of us taking just a few simple actions to help bring new faces through the door.

That's what the *3-2-1 Challenge* is all about - a fresh, easy way for every member to help us attract guests and potential new members.

Here's how it works - just three simple steps:

3 – Personally **tell 3 people** about Toastmasters this month and invite them to one of our upcoming meetings. That personal touch goes a long way!

2 – Post **2 short messages** on your personal social media accounts - and LinkedIn:

- One after a meeting, sharing something positive or inspiring - like a speech or role you enjoyed.
- One before the next meeting, inviting people to come along and see what we're about.

1 – Bring **1 guest** to one of our meetings this month. Someone you know - a friend, colleague, neighbour - who could benefit from building confidence, communication or leadership skills.

And don't worry! We'll make this super easy for you! In the next day or so, I'll email you with a heap of suggestions for conversation starters, and ideas about what to say when you post on your personal social media accounts, or LinkedIn if you have it.

This challenge is designed for clubs just like ours. No fancy tech. No cost. Just simple, real conversations - and they work.

If we all do our part, we can bring new life into our club, build momentum, and create the kind of vibrant meetings we all want to be part of.

Let's take the 3-2-1 Challenge and turn things around - together.

2-Minute Script: Introducing the 3-2-1 Challenge (for strong, healthy clubs)

Hi everyone! We're fortunate to have such a strong, vibrant club - and that's thanks to the energy, commitment and contribution of all of you.

But as we know, the best way to keep a great club strong is to keep *growing*. When we regularly welcome new members, we bring in fresh ideas, new perspectives and future leaders - and that helps us stay dynamic, diverse and forward-looking.

That's why we're inviting everyone to take part in the *3-2-1 Challenge* - a simple way to help keep our club thriving.

Here's how it works - just three simple steps:

3 – Personally **tell 3 people** about Toastmasters this month and invite them to one of our upcoming meetings. That personal touch goes a long way!

2 – Post **2 short messages** on your personal social media accounts - and LinkedIn:
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And don't worry! We'll make this super easy for you! In the next day or so, I'll email you with a heap of suggestions for conversation starters, and ideas about what to say when you post on your personal social media accounts, or LinkedIn if you have it.

This whole challenge is quick, it's personal and it works - word of mouth is still the #1 way people discover Toastmasters.

Let's keep our club healthy and strong for the next generation of speakers and leaders. Take the 3-2-1 Challenge with us, and help us continue to grow together!

Follow-up Email for VPPRs to send to members after they've introduced the 3-2-1 Challenge in the Club

Subject: Take the 3-2-1 Challenge – and Help Our Club Grow!

Hi Toastmasters,

Want to help more people discover the life-changing benefits of Toastmasters? Let's make it easy and fun with the **3-2-1 Challenge**!

As I mentioned at our meeting, here's a refresher of how it works. In the month of <<MONTH>>, we'd love you to:

3 – Personally **tell 3 people** about the benefits of Toastmasters and invite them to one of our upcoming meetings. That personal touch goes a long way!

2 – Post **2 short messages** on your personal social media accounts, and/or LinkedIn if you have it:

- One post after a club meeting, sharing something positive or inspiring - like a speech or role you enjoyed.
- One post before our next meeting, inviting people to come along and see what we're about.

1 – Bring **1 guest** to one of our meetings this month. Someone you know - a friend, colleague, neighbour - who could benefit from building confidence, communication or leadership skills.

Let's all be ambassadors for our club. Your voice and your story can inspire someone else to begin their journey.

Need ideas? Here are some example posts and conversation starters you can copy or adapt.

Let's do this together - it's as easy as 1-2-3.

See you (and a guest) at the next meeting!

[Your Name]

VPPR / Toastmasters Member

<<Attach the Members Content Pack PDF>>

Optional 10-min role play exercise, facilitated by a VPPR or club leader

Here's a 7-10 minute facilitated role-play exercise outline for Toastmasters members, designed to be led by a VPPR or club leader. This exercise helps members practice casual, authentic conversations inviting acquaintances to Toastmasters, using the conversation starters in the Members Content Pack.

Role Play Exercise: "Start the Conversation"

Objective: Help members practice inviting a friend or colleague to Toastmasters using natural, low-pressure conversation starters and responses.

Total Time: 7-10 minutes

Facilitator: VPPR or Club Leader

Materials: Printed or digital copies of the Members Content Pack / Conversation Starters and Tips

1. Set the Scene (1–2 min)

Facilitator:

"Today, we're going to do a quick and practical role-play exercise to help us get more comfortable inviting friends or colleagues to Toastmasters.

This isn't a pitch - it's just a casual, one-on-one chat, like something you'd say over coffee, at work or during a social catch-up."

2. Pair Up and Assign Roles (1 min)

Ask everyone to pair up (or form a group of three if needed). Each person will take turns playing:

The Toastmaster - someone who wants to invite a guest.

The Acquaintance - a friend or coworker who may or may not be interested.

Let them know they'll switch roles halfway through.

3. Round One: The Conversation (3–4 min)

Facilitator:

"Toastmasters, pick a conversation starter from the handout or make one up. Your goal is to start a natural conversation, not to sell or convince.

Acquaintances, respond realistically. Show curiosity, hesitation or ask questions.

Toastmasters, practice responding using one or two ideas from the Tips for Turning Interest into a Visit.

Focus for Toastmasters:

Start with a relatable comment.

Listen and respond authentically.

Share one relevant benefit and make the invite feel easy and casual.

After 2 minutes, have them switch roles.

4. Group Debrief (2–3 min)

Facilitator asks:

“How did it feel to start that conversation?”

“What worked well in responding to hesitation?”

“Did anyone hear a great approach they’d like to try themselves?”

Reinforce that authentic, low-pressure conversations are the most effective way to invite someone.

5. Wrap-Up Tip (30 sec)

Facilitator:

“Remember, it’s not about being persuasive - it’s about sharing what Toastmasters has done for you and making it easy for someone to check it out.

Try one of these starters this week with someone in your life. You might be surprised who says yes.

I can’t wait to hear how you go with the 3-2-1 Challenge this month!”

3-2-1 Challenge Club Success Tracker

If you would like to measure the success of this initiative, here's a link to a spreadsheet template you can use to track which of your members commit to the initiative, and ultimately, how many guests come to your meetings, and go on to become members.

When you open the Google Sheet, from the Menu, choose File, Make a Copy and save your version to your own GDrive or hard drive.

[Click here to access spreadsheet template](#)

	A	B	C	D	E	F	G	H
1	3-2-1 Challenge Tracker for XYZ Toastmasters							
2								
3	Month chosen to complete the challenge:		MONTH					
4								
5								
6	Member	Told 3 people	Posted 2 times	Brought a guest (List guest name)	Guest came to meeting on this date	Guest came to 2nd meeting	Guest joined	Guest joined on this date
7	Name	Yes/No	Yes/No	Jane Smith	30/8/25	Yes/No	Yes	30/9/25
8	Name							
9	Name							
10	Name							
11	Name							
12	Name							
13	Name							
14	Name							
15	Name							
16	Name							
17	Name							
18	Name							
19	Name							
20	Name							
21	Name							
22	Name							
23	Name							
24	Name							
25	Total	1	1	1		1	1	
26								
27	* Please note - the first two items may be harder to track - the ultimate goal here is the number of guests that came as a direct result of being invited by a member!							
28								

You could also consider giving **recognition-based awards or small physical prizes** to participate in the challenge.

- Shout-Outs during the meeting (or in the club newsletter/social media)
- Toastmasters Points (Eg, earn points toward a "Guest Champion" title)
- Certificate of Appreciation for enthusiastic participants
- Toastmasters-themed stickers, pens, or notebooks
- Mini chocolate bars or treats
- "Mystery Envelope" with fun Toastmasters trivia or jokes
- \$10 coffee shop gift cards

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