

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



Sample Facebook Posts (tailored for friends and family)

Sample Facebook posts (observations after a meeting)

- I love how every Toastmasters meeting brings something new. Last night, one of our members at <<Club NAME>> gave their first speech - and absolutely crushed it!
- Just came back from my Toastmasters meeting and I finally feel more comfortable answering impromptu questions! Speaking off the cuff used to terrify me, but now it's actually fun to practise.
- Tonight I gave a speech and got such helpful feedback from my club members. It's amazing how specific, kind and constructive everyone is. Definitely growing every time I speak.
- One of our members told a story that had the whole room captivated - it reminded me how powerful storytelling can be when done well. Definitely inspired to work on that skill myself!
- Practised vocal variety tonight at Toastmasters - changing my tone, pace and pitch to keep things interesting. It felt a bit silly at first, but it made such a difference!
- Gave a short presentation at Toastmasters this week and felt way more confident than I expected. Learning to structure my thoughts clearly and speak with purpose is paying off.
- Each Toastmasters meeting teaches me something new. Today it was about listening - really listening - to others when they speak. Communication goes both ways.

Sample Facebook posts (3-4 days before an upcoming meeting)

- Looking ahead to our Toastmasters meeting this week! If you've ever wanted to feel more confident speaking in front of others, this is a great place to start. Guests are always welcome. Want to join me next time and see what it's all about?
- Excited for this week's Toastmasters meeting - it's always inspiring to see both new and experienced speakers in action. If you're curious, come along and check it out.
- This week at Toastmasters we'll be focusing on how to give and receive feedback that actually helps people improve. Such a valuable skill, especially at work. Let me know if you want to join us.
- Our next Toastmasters meeting is this week. It's a friendly and supportive space to practise public speaking and leadership skills. If that's something you've been thinking about, you're welcome to come along as a guest.
- Looking forward to this week's Toastmasters meeting! One of the things I always enjoy is Table Topics - it's all about thinking on your feet and answering questions off the cuff. Great practice for everyday conversations or interviews.
- Just a few days until our next Toastmasters meeting. Even just sitting in and watching the speeches is inspiring - there's always something new to learn about storytelling, vocal delivery or how to use body language to better communicate your message.

To create one post, pick one item from one of the above lists, tailor it to your voice if you wish, include your club's name (if it makes sense), and add something like the next sentence at the end, to let people know when and where your meeting is, and how they can get more information from you. See complete examples on Page 4.

Our next meeting is on <<DATE>>, from <<START TIME to END TIME>>. Message me if you'd like more information!

Sample LinkedIn Posts (tailored more towards business contacts)

Sample LinkedIn posts (observations after a meeting)

- Just wrapped up this week's Toastmasters meeting. One of the key takeaways for me was the power of well-structured feedback - specific, encouraging and focused on growth. Such a valuable skill in any professional setting.
- Tonight's Toastmasters session was a great reminder that public speaking isn't just about delivering a speech - it's about connecting, listening and adapting in the moment. Skills that translate directly into leadership.
- This week I had the chance to practise impromptu speaking at Toastmasters - and it challenged me in the best way. Thinking clearly under pressure is such an underrated professional skill, and this is one of the few places to practice it, while getting feedback!
- Just attended a Toastmasters meeting where one speaker gave a brilliant story-based presentation. It reminded me how effective storytelling can be in business - whether you're presenting data, pitching ideas or building rapport with a team.
- One of the most valuable things about Toastmasters is the environment - supportive, professional and focused on growth. Tonight's meeting reinforced how much more confident and effective we can become when we practise regularly.

Sample LinkedIn posts (3-4 days before an upcoming meeting)

- This week at Toastmasters, we'll be sharpening our presentation and impromptu speaking skills in a supportive environment. If you've been looking for a practical way to grow in these areas, consider joining us as a guest.
- Our next Toastmasters meeting is coming up, and it's a great space to practise public speaking, improve confidence and get structured feedback. Valuable skills for any professional.
- One of the most underrated professional skills? Thinking clearly under pressure. At Toastmasters, we practise impromptu speaking each meeting - it's like mental agility training for real-world situations.
- Whether you're preparing for presentations, leading teams or just want to communicate more clearly, Toastmasters offers regular opportunities to grow. Our next meeting is this week - let me know if you'd like to visit as my guest.
- This week's Toastmasters meeting will include prepared speeches, impromptu speaking and structured evaluations. It's a powerful learning experience for anyone who wants to improve how they lead and communicate.
- Consistent practice is key to becoming a confident communicator. That's why I look forward to Toastmasters each fortnight. If you're interested in developing these skills in a supportive setting, message me and I'll share the meeting details.

Choose one from each of the above lists, tailor it to your voice, include your club's name, and add something like this at the end, to let people know when and where your meeting is, and how they can get more information from you. See complete examples of Page 4.

Our next meeting is on <<DATE>>, from <<START TIME to END TIME>>. Message me if you'd like more information!

Example Posts!

Post 1 to Facebook after my first club meeting in the month

One of our members at XYZ Toastmasters told a story tonight that had the whole room captivated - it reminded me how powerful storytelling can be when done well. Definitely inspired to work on that skill myself!

If you'd like to learn this skill - or just check out some great speakers, come along! Our next meeting is on Thursday, 28 August at the Hilltop Bowls Club from 6.45-9.00pm. Message me if you'd like more information!

Post 2 to Facebook, 3-4 days before my second club meeting

Just a few days until our next Toastmasters meeting - woohoo! Even just sitting in and watching the speeches is inspiring - there's always something new to learn about storytelling, vocal delivery or how to use body language to better communicate your message.

If you feel like these skills could help you at work, home or life in general, our next meeting is on Thursday, 28 August at the Hilltop Bowls Club from 6.45-9.00pm. I'd love to have you as my guest. Message me if you'd like more information.

Post 1 to LinkedIn after my first club meeting in the month

Tonight's Toastmasters session was a great reminder that public speaking isn't just about delivering a speech - it's about connecting, listening and adapting in the moment. Skills that translate directly into leadership.

If you would like to build your confidence in these skills, in a friendly supportive environment, our next meeting is on Thursday, 28 August at the Hilltop Bowls Club from 6.45-9.00pm. Message me if you'd like more information.

Post 2 to LinkedIn, 3-4 days before my second club meeting

One of the most underrated professional skills? Thinking clearly under pressure. At Toastmasters, we practise impromptu speaking at each meeting - it's like mental agility training for real-world situations.

If you'd like to see how our club can support you in improving your impromptu speaking skills, our next meeting is on Thursday, 28 August at the Hilltop Bowls Club from 6.45-9.00pm. Message me if you'd like more information.

Remember - have some fun with your posts! Make them authentic, and reflect on the benefits YOU get out of Toastmasters!

Conversation Starters for Friends

Use these in casual, social or 1:1 settings with friends who might benefit from attending.

- "You know how nervous I used to be speaking in front of people? Toastmasters completely changed that for me."
- "I went to this meeting the other night and it was so energising - people were cheering each other on while practising public speaking."
- "Ever thought about how many opportunities we miss just because we're not confident enough to speak up?"
- "Remember how awkward I was at weddings and toasts? Now I actually look forward to giving speeches!"
- "I joined Toastmasters to get better at public speaking, but I stayed because the people are so supportive and fun."
- "Have you ever had to give a big presentation or speech? Toastmasters is like a safe place to practise that."
- "You'd be amazed at how much better I've gotten at organising my thoughts and thinking on the spot."
- "There's this challenge I'm doing at Toastmasters - we invite 3 people and it's all about helping others grow in confidence."
- "Do you ever wish you were more persuasive when you talk? That's something I'm learning at Toastmasters."
- "It's kind of like a gym, but for your speaking and leadership muscles."

Conversation Starters for Colleagues

Use these at work, networking events or during team lunches and coffee chats.

- "I noticed how great your presentation was - have you ever tried Toastmasters? It's helped me to better understand my blind spots. We have a lot of experienced speakers whose feedback could help you become even more polished as a speaker."
- "One thing that's helped me speak up more confidently in meetings is Toastmasters."
- "I've been practising impromptu speaking through Toastmasters and it's really helped me handle unexpected questions in meetings."
- "If you're ever looking to strengthen leadership or communication skills for work, Toastmasters is a hidden gem."
- "A lot of people think Toastmasters is just public speaking, but it's also about giving feedback and leading teams."
- "I had to give a pitch last week and honestly, Toastmasters helped me prepare far more effectively than I expected."
- "We've got this '3-2-1 Challenge' going on where we invite guests to Toastmasters. I think you'd get a lot from it - want to join me for a session?"
- "With all the client presentations we've got coming up, Toastmasters has been like my rehearsal room."
- "You know how we all get nervous before speaking to leadership? Toastmasters helped me get past that fear."

Tips for Turning Interest into a Visit

You've posted a social post or had a great chat with a colleague in the lunchroom - and they're interested! What next?

1. Show genuine enthusiasm

"That's awesome you're interested! I've gotten so much out of Toastmasters - I'd love for you to come see it for yourself."

2. Make it personal and easy

"Our next meeting is on <<DATE>>, from <<START TIME to END TIME>> at <<LOCATION/LINK>>. If you're free, I can meet you there or send you the Zoom link!"

- Offer to attend with them or save them a seat.
- If it's online, guide them through logging in the first time.

3. Share a quick benefit that relates to them

"You mentioned you're doing more presenting at work - you'd get some great tips just from observing one meeting."

Connect Toastmasters to their goal: confidence, speaking, networking, leadership, job interviews, etc.

4. Remove the pressure

"There's no pressure to speak. You can just sit in and get a feel for it."

Reinforce that guests don't need to participate unless they want to.

5. Follow up with a friendly reminder

"I'll send you a quick message on the day - just to remind you!"

A follow-up message the day before or day-of helps keep it top of mind.

6. Send them a calendar invite or meeting details

Include:

Date/time

Meeting location/address or Zoom link

Your phone number (optional) in case they get lost or have tech trouble

Example Follow-Up Message (after the conversation):

“Hey <<DATE>>, it was great chatting! Just wanted to share the details for our next Toastmasters meeting:
- [Location or Zoom link]
- [Date & time]
Feel free to come along and check it out - no pressure to speak, just enjoy the vibe. I'll be there if you have any questions!”

What if they say NO (in its many different forms)?

If they say: "Oh no, I'd be too nervous."

“That's exactly why most of us joined! It's a supportive space where everyone starts exactly where they are - nerves and all.”

Follow up with: “You don't have to speak at all if you don't want to. Just watching one meeting can be inspiring.”

If they say: "I'm not a public speaker."

“Neither was I when I joined - Toastmasters is where you learn to become one, step by step.”

Follow up with: “You'd be surprised how many people join just to get more confident speaking up at work or in groups.”

If they say: "I'm too busy right now."

“Totally get that. Even attending one meeting can give you a taste, and you can always come back when it suits.”

Follow up with: “We meet <<weekly/fortnightly/monthly>>, so there's always another chance to check it out.”

If they say: "I'd be embarrassed."

“We've all felt that way. But Toastmasters is built to be the safest, most supportive place to grow.”

Follow up with: “There's no judgement - just friendly faces who've all been there.”

Tips for responding well:

Empathise with their concern. Relate by sharing how you or others felt at the start. Reassure them that it's a pressure-free environment. Invite them casually and without expectations: “Come along once - just to see what it's like.”

Remember - stay authentic and positive in your response!