

20 TIPS FOR 20 MEMBERS

How to Build (and Keep) Your Club at Charter Strength

- 1) **SELL YOURSELF**—*your abilities are the best advertisement for Toastmasters*
- 2) **SELL YOUR CLUB**—*what niche does your club provide?*
- 3) **WEAR IT ON YOUR SLEEVE (OR POCKET OR COAT . . .)** —*your Toastmasters pin*
- 4) **ADVERTISING**—*distribute The Toastmaster magazine and brochures*
- 5) **CRAFTING**—*conduct a Speechcraft*
- 6) **MODELING**—*conduct Successful Club Series & Better Speaker Series modules*
- 7) **TECHNOLOGY**—*create a club web page and have a social media presence*
- 8) **PLOWING THE ROAD**—*provide a mentor for every new club member*
- 9) **CONTESTS**—*follow the Toastmasters membership contests*
- 10) **SPREAD THE WEALTH**—*encourage each member to bring just 1 new member*
- 11) **PUTTING OUT FIRES**—*prevent burnout by involving all club members*
- 12) **ASKING FOR DIRECTIONS**—*ask District officers for help and encouragement*
- 13) **VARIATIONS ON A THEME**—*conduct theme meetings*
- 14) **LAUGH-IN**—*have FUN!*
- 15) **THE SHOW MUST GO ON**—*always have a meeting*
- 16) **THE ABRAHAM LINCOLN WISDOM**—*your attitude determines your success*
- 17) **MOUTHING OFF**—*ASK people to join (word of mouth)*
- 18) **TOP DOWN**—*obtain support from local business CEOs*
- 19) **SHOWING OFF**—*have a Toastmasters booth at a community event*
- 20) **RELATING**—*promote your club in the media (newspaper articles, radio spots)*