



## **Seven ways to burst through your membership ceiling**

Every club tends to find a point where membership starts to flatline, the ceiling. These are proven ways clubs have reached beyond their ceilings.

If you apply them you too could lift your club's membership to a new level.

### **1. Word of Mouth**

- ✘ Bring a friend meeting
  - ✘ Theme meeting "St Patricks day" invite people of Irish descent
  - ✘ Letter day, say P
- Bring someone named with P (Patricia), or a job with a P (Plumber), or a hobby with P (Paraglider)
- ✘ Contact past members

### **2. Fries with that?**

McDonalds used to sell mainly burgers. By asking every customer, "Do you want fries with that?" they sold meals. They put fries top of your mind.

- ✘ Get the chairperson to ask when contacting participants of the meeting, "what is the name of the guest you will be bringing?"
- ✘ Run table topics on "What I am doing to build membership"

### **3. Use Other Organisations**

- ✘ Citizens advice
- ✘ Libaray
- ✘ Council (web site?)
- ✘ Speak to Lions, Rotary, Chamber of Commerce
- ✘ Write letters to community groups ie Church, Victim Support, etc
- ✘ Toastmasters web site

### **4. Print**

- ✘ Flyers
- ✘ Tear tabs on notice boards
- ✘ Business cards
- ✘ Book markers
- ✘ Laminated poster
- ✘ Post it note  
(stamp club details on it)
- ✘ Article for local paper
- ✘ Brochure about your club to give prospective members

### **5. Contests**

- ✘ Toastmaster contests (5 member badges, beat the clock)
- ✘ Interclub challenge (winning club gets supper provided by other club)
- ✘ Bucket chocolate (Members either bring a guest or \$2/chocolate bar. At end of month person who brought the most guests gets the bucket of chocolate)
- ✘ Committee challenge (Committee member who signs up most new members gets a bottle of wine from each of the rest of the committee)

### **6. Toastmaster**

- ✘ Flyers from WHQ
- ✘ Toastmaster magazine with contact details left in various sites
- ✘ Speechcraft (Do you contact past speechcrafters for reunion?)
- ✘ Club Officer training (find out what other clubs are doing)
- ✘ Successful club modules
  - Finding new members for your club
  - Closing the sale
  - Creating the best club climate
- ✘ Toastmasters week (March)
- ✘ Toastmasters meet here sign

### **7. Community activities**

- ✘ Contact local businesses direct to promote Toastmasters.
- ✘ Speakers bureau
- ✘ Storytelling booth
- ✘ Host city Communication & Leadership award