Charlie Wilson, DTM published the following information in 2001.

The lists that follow were compiled through four workshop presentations where the audience was asked to solve common problems in Toastmasters clubs – Gaining New Members & Retaining Current Members.

**115 Ideas to Recruit New Members**

These 115 ideas for getting new members are not in any particular order. We recommend that you look at each one and pick out those that you think will work for you, adapting them as you wish. **We hope that they will help your Club grow and become stronger.**

1. Ask someone (everyone)
2. Bring a guest
3. Advertise in newspapers
4. Advertise on public access TV
5. Sample, demonstration or kickoff meetings
6. Letters or personal contact with local businesses
7. Contact with Chamber of Commerce
8. Bookmarks inserted in library books
9. Public meetings at malls, outdoor, etc.
10. Speechcraft
11. Booth at malls, fairs, festivals, etc.
12. Pamphlets in doctors’ office, hospitals, cafeterias, libraries, etc.
13. Host an Open House
14. Contact past members
15. Hold membership drives and contests
16. Warm greeting
17. Guest information packet
18. Guest introductions
19. Encourage, but don’t force, Table topics participation
20. Ask for comments
21. Clearly marked room
22. Club business cards
23. Distribute extra magazines in waiting rooms, etc. (put club label on them)
24. Hold high-profile meetings
25. Advertise at local colleges
26. Have a guest speaker
27. Have a special guest day
28. Have a program for non-members
29. Make prospective members feel important
30. Have enjoyable programs
31. Make some meetings social events
32. Have a Club Web page
33. Use email
34. Put posters in stores
35. Ask corporations and employers to sponsor or subsidize membership
36. Have a reward program for those who bring in new members
37. Create more fun
38. Have a variety of snacks
39. Invite the media
40. Use word of mouth
41. Network with coworkers, friends and family
42. Follow up with guests (personal note, telephone, email as last resort --- make it personal)
43. Have educational meetings
44. Have friendly meetings
45. Lead by example
46. Have incentives for those who join
47. Members give talks at other organizations (ask if can bring brochures)
48. Provide guests with free meals
49. Corporate clubs provide brochure in new employee packets
50. Display trophies and ribbons
51. Club sponsor’s a deserving, needy individual
52. Lure passersby with free food
53. Advertise with a blimp at sports events
54. Have a marching bank spell out your club’s name
55. If you’re the boss, make your employees join
56. Ask the District for help
57. Provide child care
58. Hold joint meetings with non-Toastmasters groups
59. Share your Toastmasters experiences with others
60. Participate in community events
61. Write letters to community groups
62. Be active in Chamber of Commerce, Rotary, Kiwanis, etc.
63. Publicize club successes, elections, contests, etc. in local newpapers
64. Have a club newsletter
65. Have a club brochure
66. Hold a public debate
67. Never cancel a meeting
68. Members should be prepared
69. Have a planned agenda
70. Encourage interclub visits
71. Form/join a Speaker’s Bureau
72. Teach public speaking at vocational technical schools, community college, continuing education programs, etc.
73. Hold public workshops
74. Wear your pin
75. Mention Toastmasters at meetings of other organizations during announcements
76. Send newsletter to guests
77. Visitor Day – each member sends out ten invitations
78. Talk up Toastmasters to those who express problems with public speaking
79. Ask guests to join
80. Get a three meeting commitment
81. Advertise in church bulletin
82. When asked about your speaking skills, tell them about Toastmasters
83. Have informative meetings
84. Make if FUN
85. Bumper stickers, license plate rims, etc.
86. Smile
87. Invite guests to your place of business to get better acquainted with them
88. Attract a wide age spectrum
89. Give testimonials
90. Elect a dedicated VP Membership
91. Hold smooth meetings
92. Get experienced Toastmasters to join as dual members
93. Repeatedly invite prospective members
94. Practice selling Toastmasters at club meetings
95. Make it look easy
96. Promote humor in speeches
97. Make meetings more interactive
98. Send thank yous to guests
99. Have a table at trade shows
100. Hold a talkathon with as many speakers as possible
101. Think like a child – how would you get someone to play with?
102. “Put it in words” appeal to writers’ clubs
103. Toastmasters minute on the radio
104. Interaction with storytellers’ organizations
105. “Do it for you” poster contest at schools
106. Bring your boss
107. When someone notices your progress, tell them why and invite them
108. Hold meetings at senior centers
109. Have a new member kit
110. Hand out flyers and brochures
111. Have a host for each guest
112. Hand out invitation cards
113. Members constantly promoting and raving about Toastmasters
114. Meet at a good location
115. Explain the structure of Toastmasters

**106 Ways to Retain Members**

These 106 ideas for maintaining the enthusiasm and dedication of your club’s members are not in any particular order. We recommend that you look at each one and pick out those that you think will work for you, adapting them as you wish. **We hope that they will help your Club remain strong, vital and FUN.**

1. Call when absent
2. Put the member on the agenda
3. Recognize each member
4. Reward achievement
5. Fun meetings
6. Theme meetings
7. Find out the individual needs of the members
8. Attend officer training
9. Have educational sessions
10. Have a strong mentoring program
11. Have guest speakers
12. Have interclub meetings
13. Have social activities
14. Keep it fun
15. Have lively meetings
16. Allow time for everyone to participate
17. Assign roles in advance
18. Toastmaster calls and reminds ALL participants
19. Have a mix of speeches
20. Maintain regular email or phone contact
21. Follow the agenda
22. Share the load
23. Conduct annual member interest survey
24. Focus on supportive evaluations and positive feedback
25. Promote the awards program
26. Ensure that all members are active to their level of comfort
27. Get them involved
28. Praise
29. Variety in meeting format
30. Individual name tags or place cards
31. Executives speak to members personally
32. Recognize progress
33. Make friendships
34. Senior members set good examples
35. Present Toastmaster pin when the Icebreaker is delivered
36. “Over the Hump” ceremony when the sixth speech is given
37. Induction ceremony – include sponsor
38. Be open to new ideas
39. Comfortable meetings
40. Listen
41. Use each member’s specific skills
42. Be warm and smile a lot
43. Get to know each member individually
44. Use guilt – “Don’t quit or we will die!”
45. Learn to laugh
46. Social, yet learning atmosphere
47. Executives delegate to members
48. Have well-organized meetings
49. Show that you care
50. Give the member responsibility
51. Don’t pressure new members
52. Always manual speeches!!!!!
53. Change of pace in the meetings
54. Continuity
55. Re-invite inactive members
56. Make them feel important
57. Get them working on a goal
58. Use them as mentors
59. Talk up the benefits of Toastmasters
60. Be an audience
61. Treat others with dignity and respect
62. Encourage growth
63. Have a mystery night
64. Non-threatening atmosphere
65. Break up the routine
66. Encourage members to get CTM, ATM, CL, AL, DTM and start over again
67. Get them to attend a District conference (then regional and international)
68. Use the Successful Club Series
69. Use the Better Speaker Series
70. Use the Moments of Truth
71. Plan ahead four to six weeks
72. Have a backwards meeting
73. Have a brainstorming session if short a speaker
74. Positive and encouraging environment
75. Annual award ceremony or recognition day
76. Send out postcards
77. Have an orientation meeting
78. Partner up members for progress
79. Encourage them to work on the leadership track
80. Ask their opinion
81. Have them write down their goals
82. Incorporate activities outside of Toastmasters
83. Have refreshments
84. Car pools for older and handicapped members
85. Timely meetings
86. Send lost member the club newsletter
87. Celebrate birthdays
88. Recognize achievement with trophies and ribbons
89. Post Toasties – have an informal get together after the meeting
90. Periodically do training speeches to reinforce roles
91. Talk about the next meeting and psyche them up
92. Occasionally change the meeting time and place
93. Get Well cards
94. Telephone tree – call each member before each meeting
95. Do things as a team
96. Club pays entry fees and expenses for contestants
97. Encourage members to enter contests
98. Elect strong officers
99. Have a “Terrific Toastmaster” plaque
100. Tell them you miss them
101. Design the meetings that the members want
102. Encourage commitment
103. Solve conflicts promptly and fairly
104. Motivate and teach
105. Thank yous for special jobs
106. Awards for attendance