

10 PROVEN IDEAS FOR INCREASING INTEREST IN TOASTMASTERS AND BUILDING MEMBERSHIP AT COMPANY CLUBS

By Sherrin Ross Ingram

1. Display Toastmasters posters at workstations and offices.
2. Display Toastmasters magazines or brochures on desk and in lobbies.
3. Have a display table for Toastmasters with a member present during lunch time either once a week or twice a month.
4. Purchase and wear “polo” shirts with the club name and the Toastmasters symbol on casual day or, if the company has a casual dress policy, pick one or two days out of the month to wear the shirts.
5. Have floating trophies that can be displayed on a desk as the prize for the best speech and table topics.
6. Follow up with all past guest.
7. Have regular announcements in company e-mails, newsletters or on the company’s intranet.
8. Target a different department each month and send a letter along with other Toastmasters marketing materials to the department head informing them about Toastmasters benefits. Offer to provide a brief (approx. 5 min.) speech at their next department meeting about Toastmasters.
9. Create a decorative Toastmasters bulletin board to display in the cafeteria and/or library. The board should be updated and changed regularly.
10. Occasionally have guest speakers on developing communication and leadership skills, and make extra efforts to advertise these meetings.

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