

Toastmasters Turbocharge: 10 Game-Changing Plays to Dominate Club Growth

From your District Public Relations team, led by District PR Manager Leo Smith, DTM, comes a powerhouse handout for the Toastmasters Leadership Institute! These 10 game-changing plays are designed to turbocharge your club's growth, electrify member engagement, and cement your club as a community cornerstone. Each strategy includes a bold idea, a "Launch Now" tip to hit the ground running, and a Toastmasters connection to leverage Pathways and club resources. Get ready to dominate your club's success and make District 106 legendary!

1. Blockbuster Guest Day Extravaganza

Strategy: Host a high-energy guest day with themed speeches, interactive Table Topics, and a membership pitch to convert visitors on the spot.

Launch Now Tip: Create a "Toastmasters Superhero Day" with members delivering hero-themed speeches and promote it via local Facebook groups.

Toastmasters Connection: Use the "Engage Your Audience" project in Pathways to craft compelling guest-day speeches.

2. TikTok Speech Showdown

Strategy: Challenge members to create 15-second speech videos for TikTok, showcasing their skills and inviting viewers to join the club.

Launch Now Tip: Record a member giving a quick speaking tip (e.g., "How to Nail Your Intro") and post with #ToastmastersTurbo.

Toastmasters Connection: Tie to the "Building a Social Media Presence" project to teach members video creation and promotion.

3. Corporate Club Takeover

Strategy: Partner with a local company to pitch a corporate Toastmasters club, expanding your reach and membership base.

Launch Now Tip: Email HR managers at nearby businesses with a 1-page proposal highlighting Toastmasters' workplace benefits.

Toastmasters Connection: Use the "Develop a Communication Plan" project to create a persuasive pitch for corporate partnerships.

4. Flash Feedback Frenzy

Strategy: Host a meeting focused on rapid, constructive feedback, inviting guests to give mini-speeches and experience Toastmasters evaluations.

Launch Now Tip: Run a 1-hour meeting with 2-minute guest speeches and 1-minute evaluations, handing out feedback tip sheets.

Toastmasters Connection: Align with the “Evaluate to Motivate” project to train members in delivering impactful feedback.

5. Pop-Up Speech Booth

Strategy: Set up a public speaking booth at a community event (e.g., farmers market) where passersby can try a 1-minute speech with coaching.

Launch Now Tip: Reserve a booth at a local fair, bring a microphone, and offer “Speak for a Sticker” to draw crowds.

Toastmasters Connection: Leverage the “Manage Projects Successfully” project to plan and execute the booth logistics.

6. Mentor Match Mania

Strategy: Launch a mentorship program with a fun twist, like a “speed mentoring” event where new members meet multiple mentors.

Launch Now Tip: Host a 30-minute speed mentoring session at your next meeting, with 5-minute mentor-mentee chats.

Toastmasters Connection: Use the “Introduction to Toastmasters Mentoring” project to train mentors for success.

7. SpeechCraft Showcase

Strategy: Run a 6-week SpeechCraft program for the public, teaching speaking basics and funneling participants into club membership.

Launch Now Tip: Advertise a SpeechCraft series at a local library, charging a small fee to cover materials and promote via flyers.

Toastmasters Connection: Tie to the “Lead in Any Situation” project to develop leadership skills through program facilitation.

8. Virtual Reality Speech Night

Strategy: Host a virtual meeting with a futuristic twist, using Zoom backgrounds or VR-inspired themes to make speeches unforgettable.

Launch Now Tip: Create a “Speak in Space” meeting where members use sci-fi Zoom

backgrounds and deliver themed speeches.

Toastmasters Connection: Use the “Using Presentation Software” project to enhance virtual meeting creativity.

9. Community Impact Challenge

Strategy: Organize a club project, like a public speaking workshop for teens or a charity speech event, to boost visibility and goodwill.

Launch Now Tip: Partner with a local school to offer a free “Confidence for Kids” workshop led by club members.

Toastmasters Connection: Align with the “Plan and Implement” project to coordinate impactful community outreach.

10. Toastmasters Time Capsule

Strategy: Create a club “time capsule” event where members share speeches about their vision for the club’s future, inviting guests to join the legacy.

Launch Now Tip: Host a meeting where members record 2-minute “future vision” speeches, compile them into a video, and share online.

Toastmasters Connection: Use the “Develop Your Vision” project to inspire members to articulate long-term goals.

Your Playbook for Greatness

Pick one play and launch it within 45 days to turbocharge your club! Share your wins with the District PR team and visit toastmasters.org for resources like the Club Success Plan, Pathways projects, and promotional tools. Let’s make District 106 the epicenter of Toastmasters excellence!