

Supercharge Your Club: 10 Epic Strategies for Growth and Impact

As the District Public Relations team, we're thrilled to share this dynamic handout at the Toastmasters Leadership Institute to ignite your club's potential! Packed with 10 bold, actionable strategies, this guide equips club officers and members with creative tools to boost membership, enhance engagement, and amplify your club's presence in the community. Each strategy includes a description, a quick-start tip, and a Toastmasters tie-in to align with our mission of empowering communication and leadership. Use this handout to spark ideas, inspire action, and make your club the talk of the town!

1. Host a Signature Event

Description: Create a flagship event, like a "Speak-Off Spectacular" or themed meeting (e.g., Hollywood Night), to showcase your club's unique vibe and attract new members.

Quick-Start Tip: Plan a themed meeting with a fun twist, like a costume contest or storytelling slam, and promote it on social media with eye-catching graphics.

Toastmasters Tie-In: Leverage Pathways projects like "Inspire Your Audience" to prepare members for delivering standout speeches at the event.

2. Launch a Social Media Blitz

Description: Build an online presence with engaging content like member spotlights, speech tips, or behind-the-scenes videos to draw in prospective members.

Quick-Start Tip: Post a weekly "Toastmasters Tip" video (30 seconds) on Instagram or LinkedIn, featuring a member sharing a public speaking hack.

Toastmasters Tie-In: Use the "Managing a Public Relations Program" project in Pathways to assign roles for content creation and scheduling.

3. Partner with Local Organizations

Description: Collaborate with libraries, universities, or businesses to co-host workshops or speaking events, expanding your club's reach.

Quick-Start Tip: Reach out to a local library to offer a free "Confidence in Public Speaking" workshop led by club members.

Toastmasters Tie-In: Incorporate the "Building a Social Media Presence" project to promote the partnership and track engagement.

4. Create a Member Mentorship Program

Description: Pair new members with experienced Toastmasters to foster growth, retention, and a sense of community.

Quick-Start Tip: Assign mentors at the next meeting and set up a 10-minute monthly check-in to discuss goals and progress.

Toastmasters Tie-In: Align with the “Mentoring” project in Pathways to formalize mentor training and responsibilities.

5. Gamify Club Meetings

Description: Add game-show-style elements, like “Speech Jeopardy” or “Table Topics Trivia,” to make meetings fun and engaging.

Quick-Start Tip: Host a “Speech Jeopardy” meeting where members answer prompts for points, with prizes like a Toastmasters pen for winners.

Toastmasters Tie-In: Use the “Leading Your Team” project to train officers in facilitating interactive, high-energy meetings.

6. Offer a Community Service Project

Description: Organize a club-led initiative, like a charity speech-a-thon or public speaking workshop for local youth, to showcase Toastmasters’ impact.

Quick-Start Tip: Plan a speech-a-thon where members deliver speeches to raise funds for a local cause, inviting the community to attend.

Toastmasters Tie-In: Tie to the “Lead in Any Situation” project to develop leadership skills through community outreach.

7. Develop a Club Newsletter

Description: Publish a monthly newsletter with member achievements, upcoming events, and speaking tips to keep members engaged and attract prospects.

Quick-Start Tip: Use a free tool like Canva to design a simple newsletter and email it to members and local contacts.

Toastmasters Tie-In: Assign the “Write a Compelling Blog” project to members to contribute articles, building their writing and PR skills.

8. Host a Guest Speaker Extravaganza

Description: Invite a Distinguished Toastmaster (DTM) or local leader to deliver a keynote, drawing crowds and showcasing Toastmasters’ network.

Quick-Start Tip: Contact a DTM in your district to speak at your next meeting and promote it as

a free community event.

Toastmasters Tie-In: Use the “Distinguished Toastmasters” project to inspire members to aim for high-level achievements.

9. Run a Referral Challenge

Description: Encourage members to bring guests by offering incentives, like a “Top Recruiter” award, to boost membership growth.

Quick-Start Tip: Announce a 30-day challenge where the member who brings the most guests wins a Toastmasters mug or certificate.

Toastmasters Tie-In: Align with the “Motivate Others” project to encourage members to promote the club enthusiastically.

10. Create a “Toastmasters Taster” Mini-Course

Description: Offer a 4-week mini-course for guests, covering basics like impromptu speaking and evaluations, to convert them into members.

Quick-Start Tip: Design a 30-minute weekly session with one speech, one evaluation, and a Table Topics segment, open to the public.

Toastmasters Tie-In: Use the “Develop Your Vision” project to structure the course and measure its success in member conversions.

Call to Action

Pick one strategy to implement in the next 30 days and share your results with your District Public Relations team! Visit toastmasters.org for additional resources, including Pathways projects, marketing templates, and club success plans. Let’s supercharge your club and make this Toastmasters year unforgettable!