

# Tips for “Open Clubs” Membership Growth

*from your local support team that's rootin' for you:*

**District 40 Toastmasters!**



## Making the Most of It and Getting Started

### Why try Meetup.com?

What if your Toastmasters club could get access to a **recruitment** tool with a growing track record for helping other clubs find great new members? What kind of welcome would you have for a lean, mean, lead generation machine to your team?

And what if the direct cost to your club for that tool would be paid by your District leadership?

***Meetup can be a top tool to help you help great prospective members in their quest to find you.*** Still, it's up to you to keep your club and its next meetings and special events **LOOKING ATTRACTIVE** on Meetup.

### How does it work?

Let's say you're all set up. Prospects are finding you. What next? ***Engage!*** Chat with these persons in Meetup. Show you care!

What if they don't visit as guests at the next meeting or event? Let's assume something unavoidable and out of their control came up at the last minute. Do we forget about them? No. Consider investing a bit of

time to pass notes, to draw them in. Share things they might like to know about past events and coming events. Let them know they're still welcome.

Make sure your tone is attractive! Bright, cheery, impassioned.

### What's in it for District 40?

Think of District 40 as a band of experienced Toastmasters in your town and neighboring cities who are eager to pay it forward.

D40 offers your club a Meetup presence in order to:

- Get more clubs and members to engage in TM Meetup presences
- Increase the number of people making RSVPs or commitments through your Meetup presence to attend your club's next events
- Increase the quantity and the quality of conversations in our Meetup groups (discussion board)
- Help more prospective members to feel sold about visiting a club that makes them feel welcome long before they set out to join your group's meeting or event.

## Meetup.com: What are some best practices for Toastmasters clubs?

### Here are just a few

- 1.** Someone in your club (Why not you?) leads your Meetup promotion efforts for the year. Just got to Meetup.com and register. Complete your personal profile: Upload a nice photo of your face, introduce yourself, and let people on Meetup know that you are a Toastmaster!
- 2.** Get your club's leaders OK and then apply for the role of your club's "Event Organizer." Just send email to [publicrelations@d40toastmasters.org](mailto:publicrelations@d40toastmasters.org)
- 3.** As Event Organizer on Meetup, schedule club meetings for a few months in advance. Design event descriptions to be truly attractive. Clubs meeting on first/third Mondays and similar patterns: Set up and run 2 presences: one for "**first Mondays**," another just for "**third Mondays**."
- 4.** Keep all of your posted details accurate! If there is a temporary change in meeting location, don't forget to make that update!
- 5.** RSVP (announce commitment to attend) your own club meetings! This creates a strong social proof and builds both your own and your club's brand and credibility.
- 6.** Encourage fellow club members to get a Meetup account and RSVP likewise, which demonstrates great

team spirit! Encourage friends and family to connect with your club's Meetup group, at least temporarily. They might learn something!

- 7.** As soon as visitors join your Meetup, welcome them online!
- 8.** Be regularly active on Meetup! Post comments about your events to attract others' positive comments. Follow up individually and patiently with contacts, listening to their concerns and extending invitations to visit the club. Smooth and straighten the path for them to move from prospect to guest to member.
- 9.** Want less Meetup email? See [www.meetup.com/account/comm/](http://www.meetup.com/account/comm/) See "Updates about your groups." Select a group; on the next page, remove check marks to receive fewer notifications. (Alternatively: Click your profile icon along the top, select a group, then "Members." On the next page, see "Edit Communications Settings," and review your check marks for that group.)
- 10.** Get Meetup to go at the Apple app store or Google Play.