



Prospective Member Conversion Guide

Five Steps to Grow Your Club Today!

Toastmasters International receives an average of 11,000 new leads through the www.toastmasters.org website every month. That's a lot of potential members reaching out to local clubs with an interest in joining!

The most successful Districts convert about 17% of their prospects into club members. Imagine how your members could benefit from the diverse perspectives and experiences that these prospects could bring to your club!

Follow the steps below to successfully guide prospective members through the club visit process and enrich your club experience by adding more members to your club.

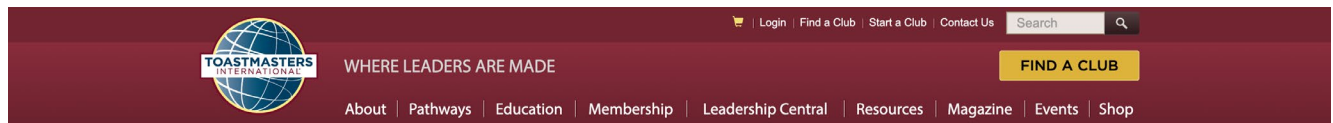
1. Update Your Club's Find a Club Information

The **Find a Club (FAC) page** of the Toastmasters website is a tool that connects people who are interested in Toastmasters with local clubs. Some clubs forget about this resource when transitioning to new leadership, so when prospective members use the information in FAC to reach out, their inquiries go to an unmonitored inbox or to an out-of-date webpage. Don't let this happen to your club!

The first step in converting prospects into members is ensuring that your club's information is up to date in Find a Club. The Club President, Vice President Membership, and Secretary should all access and check this page.

To check and update your FAC information:

1. Log in to www.toastmasters.org.



[Home](#) / [Login](#)

Log In

Member ID/Email*

Password *

[Log In](#)

[Forgot password?](#)

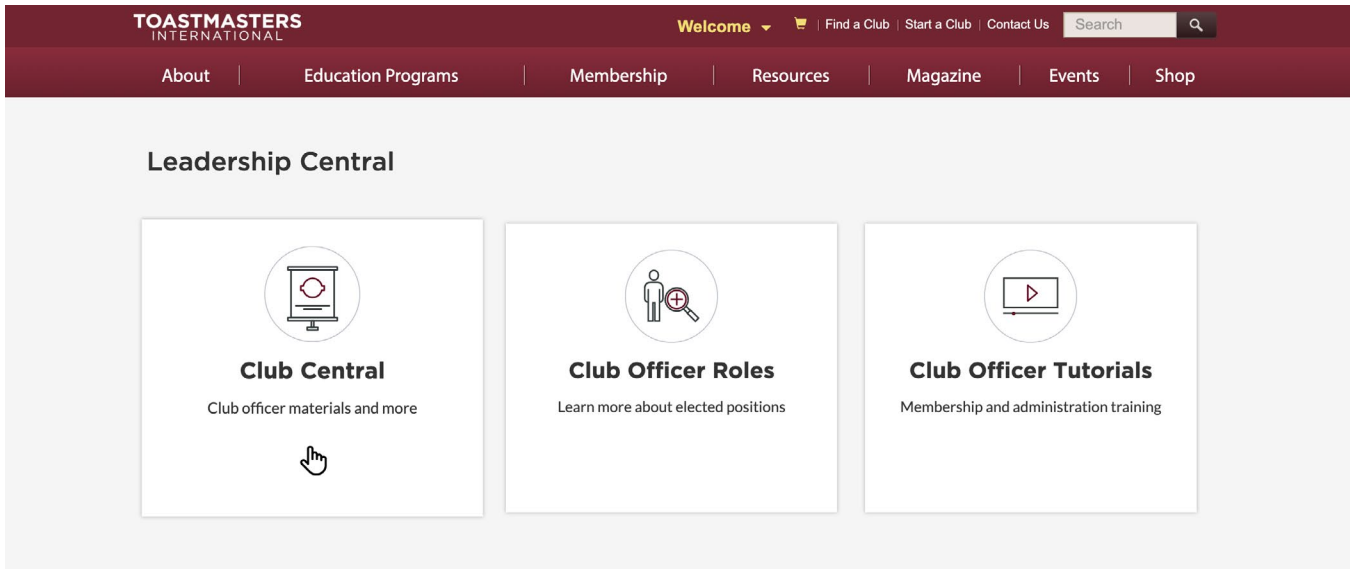
Please use your Email or 8 digit Member ID to login.

First time logging in? [Click here!](#)

Don't have an account? [Join a club](#)









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- You will be directed to My Home.
- Scroll down to the "Club Central" card.
- Select "Club Central."



- Under Club Management, select "Club Contact and Meeting Information."

Club Management

 Club Contact and Meeting Information Review and update club contact information, meeting schedule and location	 Club Officer Assignment Review, update and assign club officers
 Club Success Plan Share club success plans to enhance the quality of member clubs.	 Club Demographics Review and update your club's mailing address, officer terms and club preferences
 Addendum of Standard Club Options Review, update and print Addendum of Standard Club Options	 Club Events Submit information for planned club events
 Club Financials Review club receipts and statements	 Club Achievements Review and print club awards and achievements

- Update all fields with your club's current information. You should have at least a current email address, club venue information, and a current meeting schedule.

[Home](#) / [My Toastmasters](#) / [Profile](#) / [Club Central](#) / Club Contact and Meeting Information

Current Time at Toastmasters World Headquarters: **Wednesday, December 21, 2022 1:52 PM Mountain Time**
 Currently Managing **Toastmasters Club**

CLUB CONTACT AND MEETING INFORMATION

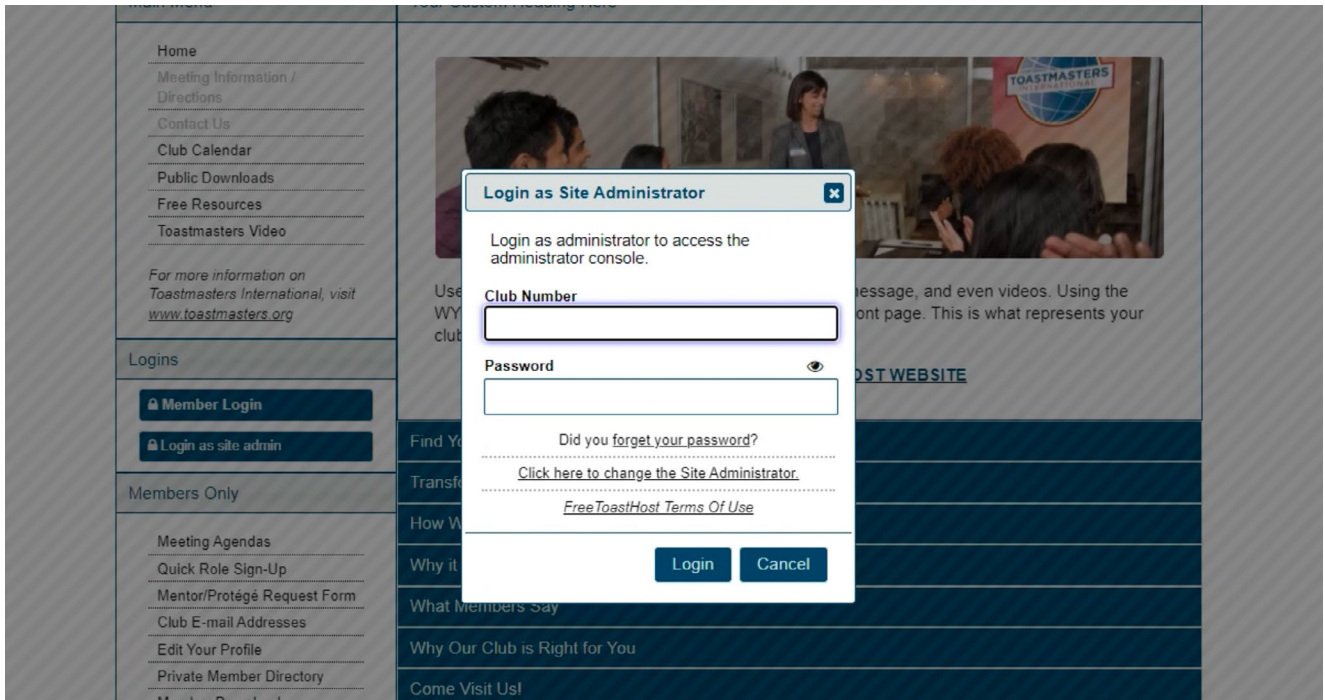
Contact Phone

Website

Email

Facebook

7. Ensure that your Club President, Vice President Membership, and Club Secretary all have log-in information to the accounts and pages that you link here.



As an outgoing officer, you should dedicate time in your transition meeting to review Find a Club (FAC) with your successor and share all club-specific account information.

At the start of your term as an incoming officer, review your club's FAC and ensure that the linked accounts and information go to accounts that you have access to and actively monitor. Missing a prospect's communication attempt won't only be a loss for your club, it may leave the prospect with a bad first and last impression of Toastmasters!

2. Create a Communications Monitoring Plan

Once you have ensured that your contact information is up to date in FAC, it is essential to regularly check your club's email and any other platforms you have entered.

Have a plan in place to ensure your club's communication platforms are checked **every 48 hours**, if not more frequently, so you don't miss any communication from a prospective member. Options to consider include:

- A. Assigning this duty to a club officer who will take sole responsibility for checking and responding to communications throughout their term. This includes arranging for another officer to take over the duty when they are unavailable.
- B. Establishing a scheduled rotation of club officers to be responsible for checking and responding to inquiries, such as passing on the responsibility every month.

3. Promptly and Professionally Respond to Inquiries

When potential members see that your club is responsive, welcoming, and easy to communicate with, they are more likely to want to join your club. Prompt communication also demonstrates organization and professionalism—key Toastmasters outcomes!

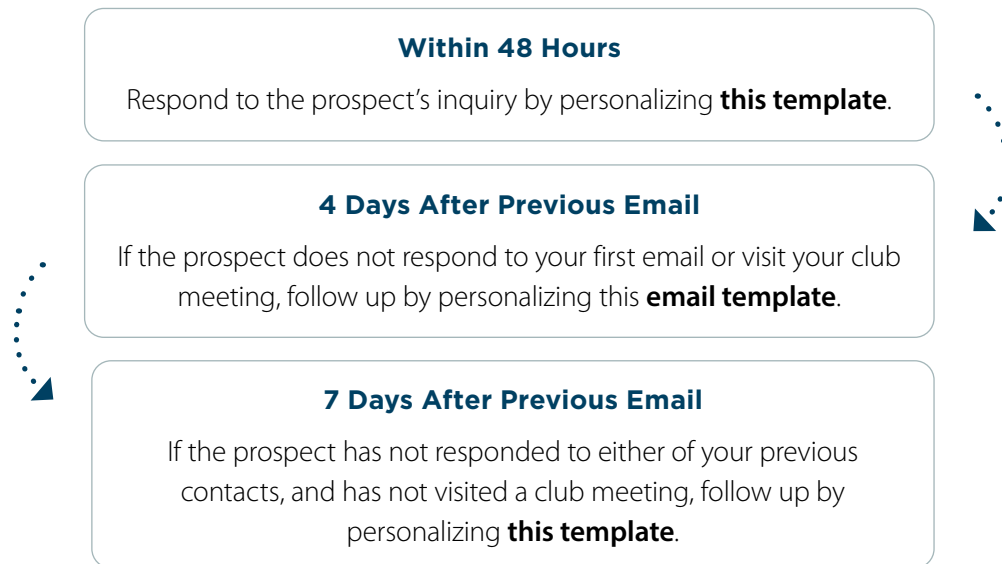
Use and personalize **this email template** to ensure you don't leave out any important information that a prospect will need. You may wish to create a copy of the template to fill in all your club's relevant information, then distribute it to any club officers who may respond to a prospect.

Just don't forget to respond to any specific questions a prospect may ask that are not answered in the email template!

4. Establish a Prospect Follow-Up Plan

Don't feel discouraged if the prospective member does not respond to your initial email. They may be busy, or even confused about the club visit/joining process. Either way, follow-up contact will keep Toastmasters top of mind, help you gauge and encourage the prospect's interest, and enable you to clear up any confusion to support them in visiting a club meeting.

Prospect Communication Plan



Create a spreadsheet like the one below to help you remember when to follow up with prospects. It is recommended that you create this on a sharing platform, such as Google Sheets, so you can share the plan with relevant club officers.

Prospect's name	Prospect's email address	Date of initial inquiry	Date of response	Scheduled date for first follow up	Scheduled date for second follow up
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5. Follow Up After a Club Visit

If your communication efforts are successful, the prospect will visit your club (as a guest). Be sure to greet the guest when they arrive, and let them know how to expect to participate (or not) during the club meeting. At the end of the meeting, ask them what they liked about the meeting; also give them a chance to ask questions.

Sometime before your next club meeting, touch base with the prospect one more time by personalizing this **email template**. Promptly respond to any further communication from the prospect. Following up after a club visit shows them that you value the time they took to visit your club, and that you are interested in helping them reach their goals through Toastmasters.

Lastly, remember that building club membership takes time and consistent effort. By following the steps outlined in this guide, your club will be well on its way to maximizing tools already in place for growth and success. Good luck!