



Prospective Member Conversion Guide

Five Steps to Grow Your Club Today!

Toastmasters International receives an average of 13,500 new contacts through the Find a Club page of toastmasters.org every month. That's a lot of potential members reaching out to local clubs with an interest in joining!

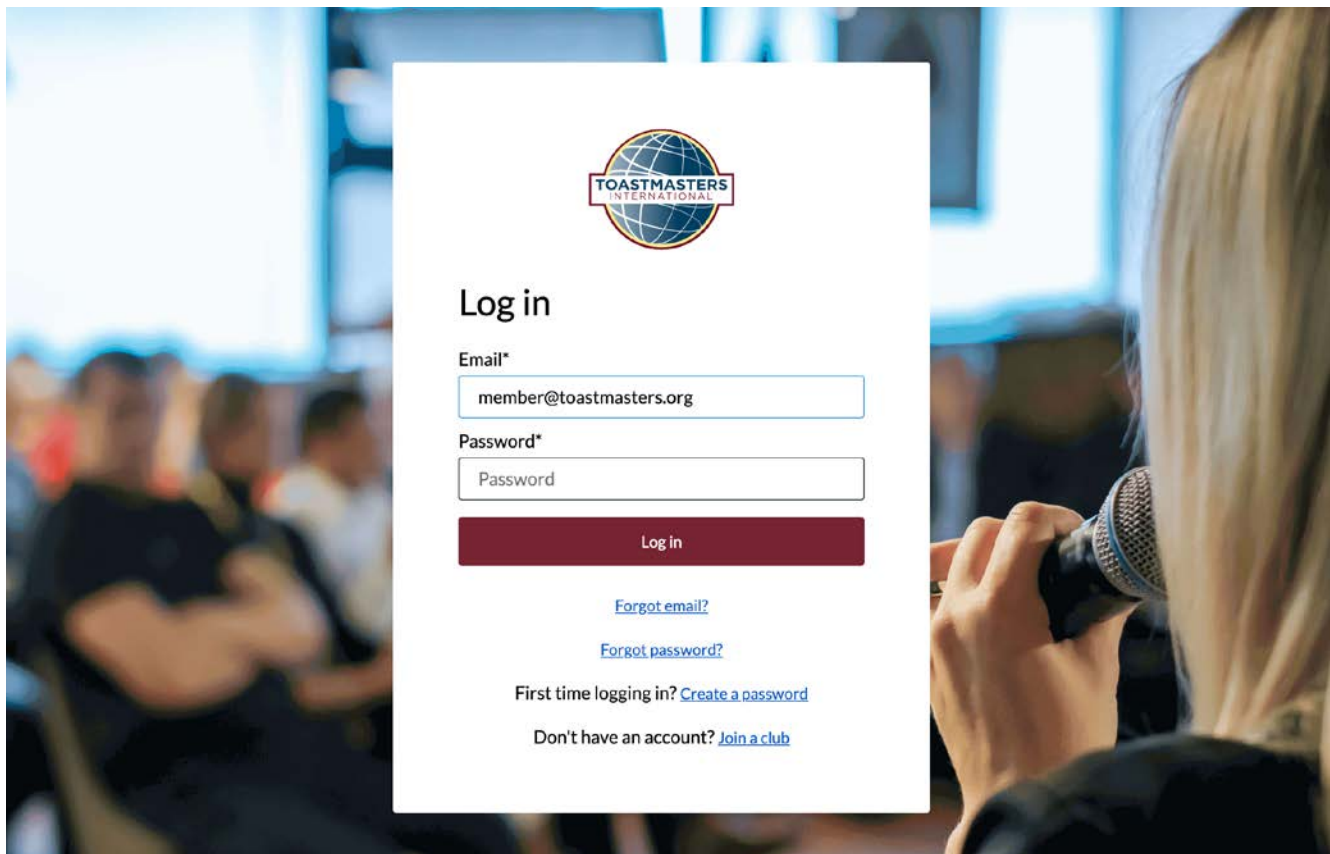
Follow the steps below to successfully guide prospective members through the club visit process and enrich your club experience by adding more members to your club.

1. Update Your Club's Find a Club Information

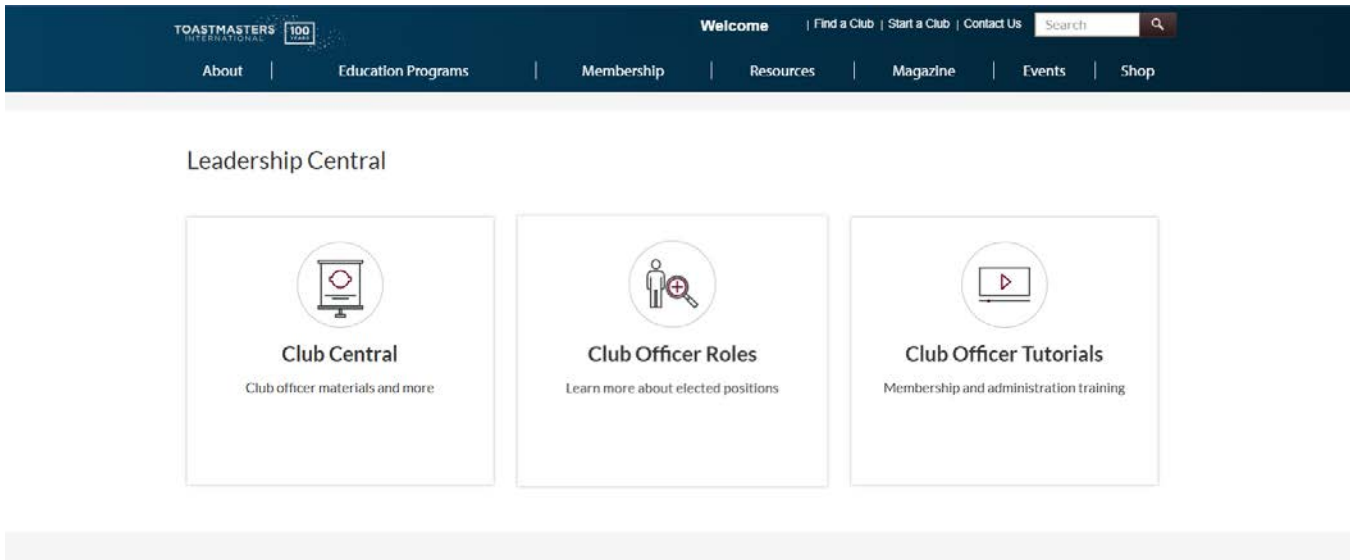
The **Find a Club (FAC) page** of the Toastmasters website is a tool that connects people who are interested in Toastmasters with local clubs. From your club's Find a Club page, prospective members can schedule a club visit or message club leaders. The first step in converting prospects into members 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:

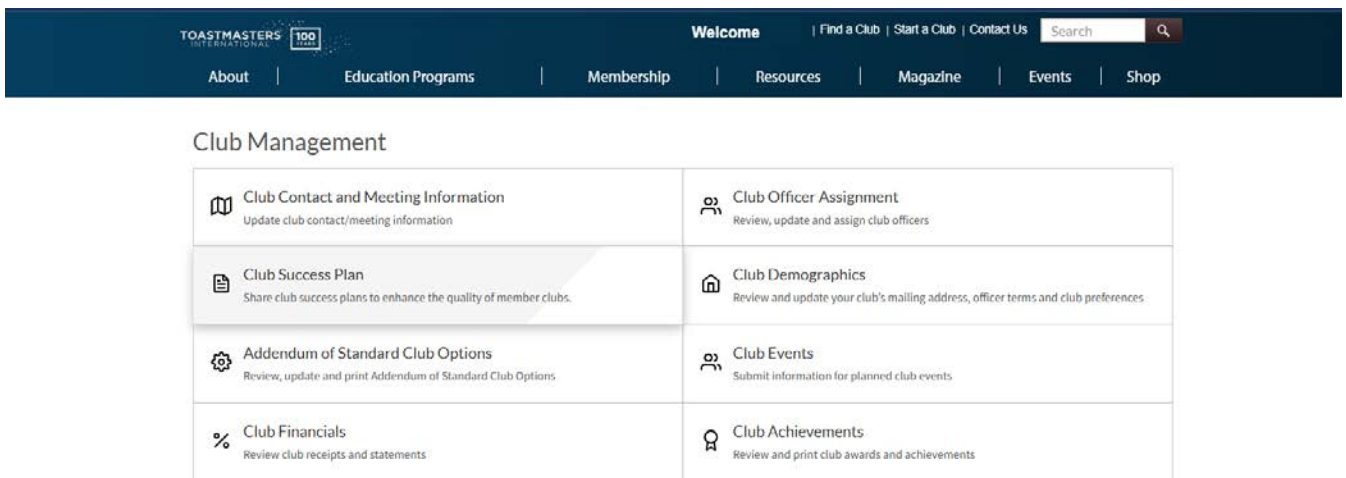
1. Log in to **toastmasters.org**.



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



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



6. 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.

Your club meeting cadence should be specific. For example, if you meet "every other Thursday," instead say "the first and third Thursday of every month."

[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
<input type="text"/>	<input type="text"/>
Email	Facebook
<input type="text"/>	<input type="text"/>

2. Use the Prospective Member Management Page

When a prospective member reaches out to your club via Find a Club they will populate on the Prospective Member Management page, accessed via the Club Membership section of Club Central. Here are some features to be aware of:

- ▶ If the prospective member scheduled a visit, you will see when they plan to attend your club's meeting. If they sent a message, it will populate on their contact record. Note: to respond to a message, you need to use their email address and email them from your email provider.
- ▶ In the "Assign to" field, designate a club officer to the contact to ensure each club officer understands who is responsible for communicating with each prospective member. This will ensure that no one is missed!
- ▶ Use the "Activity status" field to see at a glance where the prospective member is in the joining process. For example, "Officer contacted prospective member" or "Club visit scheduled." Paying attention to each contact's "Activity status" will help you determine when it is appropriate to reach out to the prospective member.
- ▶ You can send the online Membership Application from the contact's page--but be sure your club has already voted the prospective member in before you send it. If your club is Self-Pay enabled, the prospective member will be able to proceed straight to their international dues payment right after submitting the application.



Prospective Member Management

Prospective	Email	Date Created	Date Modified	Assigned To	Activity Status
Contact Name	toastmaster123@gmail.com	December 8, 2024	December 7, 2024	Not Assigned	Club visit scheduled
Contact Name	toastmaster123@gmail.com	November 23, 2024	December 2, 2024	Not Assigned	Prospective member messaged club
Contact Name	toastmaster123@gmail.com	November 23, 2024	November 22, 2024	Not Assigned	Prospective member messaged club

3. Promptly and Professionally Respond to Contacts

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!

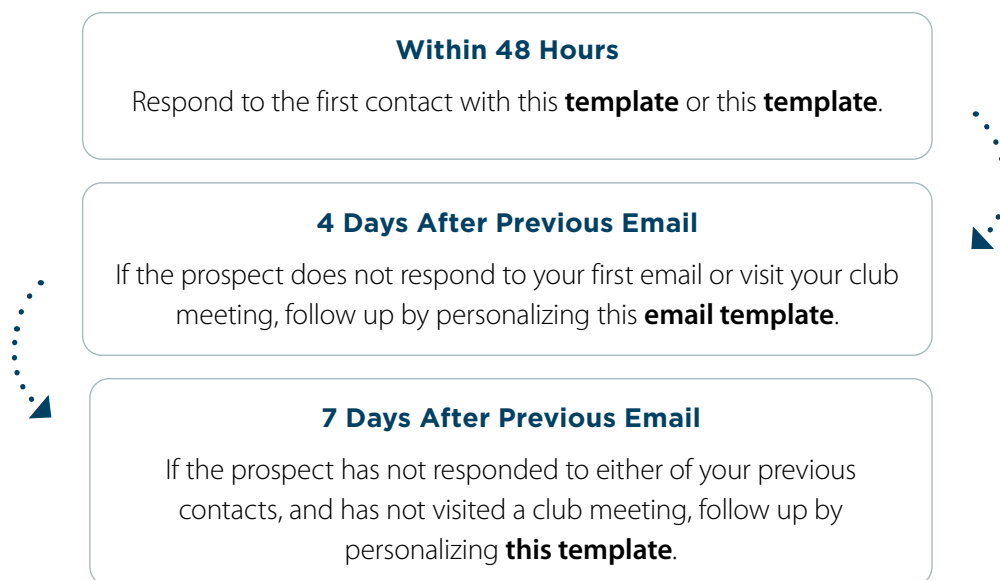
When a prospective member schedules a visit with your club, use and personalize **this email template** to share important information that they will need to know for their visit. For example, a Zoom link or directions on where to find your club's meeting room in the building.. You may wish to create 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.

When a prospective member messages your club, use and adapt **this email template** to respond to them. Remember to respond to any specific questions they may ask that are not covered in this template.

4. Follow Up

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, following up 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.

Prospective Member Communication Plan



When you contact the prospective member, remember to update their "Activity status" on the Prospective Member Management page so all club officers know that you have reached out.

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!