



Marketing Zone

MEMBER RETENTION: FOCUSING ON GUESTS

Make a Good First Impression

Think back to the time when you walked into your first Toastmasters meeting. What gave you a good or bad impression? Use that experience to develop ideas for winning over guests when they visit your club. If you are attentive and make them feel welcome, you might gain a new member.

Start with their first impression: Is your club easy to find online? Ensure that the current meeting information is listed on your [website](#). Include a contact name and phone number to call. Don't forget to record a cheerful voice mail greeting that encourages callers to leave a callback number. At each meeting, use [signage](#) to help prospective members find the meeting room and display the club banner in a prominent place.

Often, guests are nervous when they arrive. Encourage all the club members to ease guests' nerves by warmly introducing themselves and showing an interest in each guest's needs. Ask if it's their first time at a Toastmasters meeting and suggest they sign the club guestbook for follow-up. Offer to sit next to them so you can explain the club roles, agenda, evaluation slips and voting ballot.

At the beginning of the meeting, the club president should welcome guests prior to introducing the [Toastmaster of the Day](#), and ask guests to share why they are interested in Toastmasters. The president can invite them to participate in [Table Topics™](#) but should not pressure them to speak. During closing remarks, the president should ask guests to share their impressions with the rest of the club, thank them for attending and invite them back. Also give them something to take away from the meeting; [guest packets](#) make great takeaways. A guest packet can consist of [introductory brochures](#), a [membership application](#) and club officer contact information.

Within three to five days after the meeting, call or email each guest and ask if they have any questions. Did your club offer what they were seeking? If there are any complaints, address them. Realistically, your club will not be a good fit for everyone. Guests may prefer [another location](#) or meeting time, or a different club culture. Always refrain from aggressively selling guests on joining, as this will quickly make them lose interest. However, if your club is welcoming and fun, and officers want to help guests meet their goals, you'll soon vote in new members.



What's New

- ▶ Use this updated [PowerPoint](#) to communicate the benefits of Toastmasters during corporate marketing visits.
- ▶ Check out the fliers on the [Virtual Brand Portal](#).
- ▶ New [marketing materials](#) have been made available as digital content.
- ▶ **Coming Soon:** A series of 10 videos will launch in the coming months with tips on becoming a better speaker and leader. These short and helpful videos are a great resource to promote your club!

Facts and Stats

- ▶ Check out [this page](#) for updated member demographics.



PR Zone

MEMBER ACHIEVEMENTS

This new section of the *M/PR Newsletter* showcases PR and marketing materials submitted by members who have done an outstanding job promoting Toastmasters through the media. Congratulations on a job well done!

Newspaper

“Toastmaster workshops focus on speeches, leadership”

The Spokesman-Review, Spokane, Washington, U.S., January 19, 2012 (District 9)

Experience: Esta Rosevear, DTM, public relations officer for District 9, secured this news article by contacting a features reporter for *The Spokesman-Review*, a daily newspaper in Spokane, Washington. As a result of Rosevear’s initiative, the reporter visited a club and wrote an article that resulted in attracting 14 guests to the club meeting.

Advice from Rosevear: Do your research to find the right journalist to approach. “Do not be afraid to ask; the worst they can say is no,” she says. If you do not feel comfortable calling, send a short email. Explain exactly why your club or district event would be a great topic for an article.

TV

“Get over the fear of public speaking”

WWLP-TV 22 News segment, Springfield, Massachusetts, U.S. (District 53)

Experience: Shera Cohen, vice president public relations of Springfield Toastmasters in Springfield, Massachusetts, U.S., was able to secure a television segment on WWLP-TV 22 News mainly because she knew people who worked at the station. “I contacted them directly and said I had a wonderful topic and equally wonderful speakers. I wrote two sentences about what Toastmasters is all about,” she says. “That sold them.”

Cohen was successful because she researched and knew what type of segments the news station regularly covers, and then she pitched to the right person.

Advice from Cohen: “Do not spend any money [on advertising],” she says. Ask your local TV news station producer to air a segment during late morning or early evening ‘soft news’ times. To learn what your local news station is looking for, “watch the shows to see what kind of people and subjects they cover,” she says. Then, “write an email to the producer or host requesting a five-minute segment. Don’t be greedy by asking for more.”

Cohen recommends you secure your Toastmaster speaker(s) before confirming the segment times. Once the segment is confirmed, prepare the speaker(s) by asking questions you anticipate the host will ask. Don’t expect the producer or host to give you the questions ahead of time. Be sure the speakers dress professionally, not in striped or busy patterns.

Promote your club, and mention that there are many other clubs offering a variety of meeting times. After the segment, “write formal thank you notes (not just emails) to all of the people who were involved with the segment, particularly the producer and host,” says Cohen.

Do not contact that same station for at least six months after the segment has aired. “Realize that the five-minute segment is worth thousands of dollars in free advertising.”

Q&A

What is a photo and video release form?

If you have photos, videos or recordings of people and plan to publish them in print or online, you need to obtain permission from all people depicted in those photos via a signed release form.

A photo or video release form is a written agreement between you or your club and the subject of your picture, video or recording. A release form helps to protect you from legal claims such as defamation and invasion of privacy.

Points to remember:

- ▶ Obtain the correct spelling of the person's name and his or her signature on the release form. An electronic signature is common and acceptable.
- ▶ Describe the photograph, video or recording by including the date, time, location and details on the release. This will help you associate the media item to the correct release.
- ▶ Save your release forms in a safe place. You can expect to be asked to produce them by a reporter or business whenever you use a photo, video or recording. You will also need them if you ever have to defend yourself in court.
- ▶ You will need to get a parent or guardian's signature if a minor is depicted. In the U.S., any person under the age of 18 is a minor.
- ▶ Photocopy the final release form, and give it to the person who signed it.

A video and photo release form is available toward the bottom of the [Sample News Releases](#) page of the PR Corner.



Photo Release Form

I consent and authorize Toastmasters International or any entity authorized by Toastmasters International (such as a Toastmasters club or district) to copyright, use and publish any of the images in any form or on any media. I understand these images may be used for a variety of purposes and may appear on the club or district website, Toastmasters website, in the Toastmasters magazine, promotional materials or any other media now known or to be invented. I also understand that Toastmasters International or any entity authorized by Toastmasters International will use the images exclusively for Toastmasters-related purposes and not for any commercial gain.

Since anyone can download an image from the Internet or make copies from printed materials, I agree that Toastmasters International is not responsible for unauthorized use of the images. I am aware that I am not entitled to any compensation and that the images may appear with or without my or my club's name.

By signing below I acknowledge I have read and understand this release.

Event Description and club name or district number _____

Print Name _____

Complete Mailing Address _____

Signature _____

Date _____

Video Release Form

The undersigned enters into the following agreement ("Agreement") with _____ ("Producer"). I have been informed that Producer is capturing footage and that my name, likeness, image, voice, appearance and/or performance is being recorded and made part of the recording in which I appear ("Product").

1. I grant Producer and its designees the right to use the Product in any format, now known or later developed. I grant, without limitation, the right to edit, mix or duplicate and sell or reuse Product in whole or in part as Producer may elect. Producer or its designees have complete ownership of the Product, including copyright interests.
2. I grant Producer and its designees the right to broadcast, exhibit, market and otherwise distribute the Product, in whole or in part, and alone or with other products, for any purpose Producer or its designees determine. This grant includes the right to use Product for promoting or publicizing.
3. I have the right to enter into Agreement and am not released by commitments to third parties.
4. Producer has no financial commitment or obligations to me as a result of Agreement.
5. In consideration of all the above, I hereby acknowledge receipt of reasonable and fair consideration from Producer. I have read, understand and agree to all of the above and the rights granted Producer herein are perpetual and worldwide.

Print Name _____

Signature _____

Date _____

If this person is under age 18, legal guardian must sign below. I certify that I am the legal guardian of the model named above. I give my consent to the foregoing on his or her behalf.

Print Name _____

Signature _____

Date _____

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FEEDBACK**

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