### **Marketing Zone**



## NURTURE A LEAD AND RECRUIT A MEMBER

Do you know that the skills you've gained as a Toastmaster are visible to everyone you meet? Everyday conversations with friends, colleagues, family members and even strangers are good opportunities to inspire potential members and develop leads.

As you may know, a lead is any person interested in a product or service. As a club or district leader responsible for growth, you know the importance of good lead management and how nurturing a lead can help grow clubs and districts. Identifying and gauging a lead's interest is critical to your success; it's also easy to do.

Leads may result from those who recognize and compliment you on your speaking or presentation abilities; they can also come through inquiries received via websites, trade shows, email, telephone, postal mail, fax or by reading an article.

Once an individual lead has been identified, it's important for the vice president membership or vice president public relations to immediately begin to inspire that lead and hold their interest. Encourage him or her to attend a club meeting by directing the lead to <u>"Find A Club,"</u> on the Toastmasters International website. Once the person visits a club, have a member engage with the visitor to learn what brought him or her to Toastmasters. This will give the member an opportunity to educate the lead about the organization and explain how the benefits and values of being a Toastmaster can help the

(Continued on page 3)

#### What's New

In May, Toastmasters International announced that the organization's education program will be updated. The Revitalized Education Program will meet the goals mapped out in the Board of Directors' 2010 Strategic Plan, which called for a renewed focus on leadership and a modernized communication program. For more information, visit

#### www.toastmasters.org/Members/ RevitalizedEducationProgram

▶ Toastmasters' Accredited Speaker Program is geared toward members who want to become professional speakers. Applications are accepted January 1 through February 1. For more information, visit <a href="www.toastmasters.org/">www.toastmasters.org/</a> AccreditedSpeakerProgram.

#### **Facts and Stats**

As of June 30, 2013, Toastmasters International has more than 290,000 members in more than 14,000 clubs in 122 countries.

# Over the last three program years, an average of 55,000 education awards were processed annually:

- ▶ Approximately 25,000 awards issued were for Competent Communicators
- ▶ Nearly 1,200 awards issued were for DTMs. The number of DTMs awarded has grown by nearly 100 annually since the 2009-2010 program year

#### — Convention Countdown: -

Do you plan to attend the 2013 Toastmasters International Convention August 21–24 at the Duke Energy Convention Center in Cincinnati, Ohio?

- Registration
- To view testimonials from members attending last year's International Convention in Orlando, Florida, watch this video.

### **PR Zone**

# BE STRATEGIC: NURTURE YOUR LEADS WITH PR SUPPORT

At the club level, lead management falls under the role of the vice president membership (VPM). The vice president public relations (VPPR) supports the efforts of the VPM. It's a good idea for the VPPR and the VPM to partner on managing club leads. Here are some ways to cultivate your leads:

- Meet and greet. Help greet newcomers before the meeting begins. Ensure that the president/Toastmaster introduces the guests or invites them to introduce themselves during the meeting.
- Put out a welcome mat. Initiate a guest name badge or a tent card.
- ▶ Pad your guest packet. Assemble and distribute guest packets with the most appropriate items. Remember to include items such as the "All About Toastmasters" and "Confidence. The Voice of Leadership" brochures and a membership application.
- **Exchange information.** Issue guest welcome cards and collect them after the meeting. And remember to give

- visitors your website address and Facebook or Twitter sites so they can stay informed.
- Show off the *Toastmaster*. Share a recent copy of the *Toastmaster* magazine with your guests by including it in your guest packet. To request a few free visitor copies, email membership@toastmasters.org.
- Stay connected. Ask visitors if they would like to be added to the club mailing list, and be sure to notify them of any special club or district events. Stay in contact with all leads.



With a little cultivation, your leads may blossom into budding members of your club. They may even become your next club officers.

## PROMOTE YOUR SPEECH CONTEST SEMIFINALIST

With the International Speech Contest semifinals less than a month away, now is the time to gain news coverage for your district's semifinalist. If your contestant has not yet been featured in your local media, your district's public relations officer can use the fill-in-the-blanks news release template previously emailed to him or her to contact the media. For successful examples of publicity featuring contestants headed to Cincinnati, see the following links:

- ▶ District 2: "Reed aims high in international speaking championship," Redmond Reporter
- District 16: "Edmond resident drops competition," Edmond Sun
- ▶ District 50: <u>"Carrollton resident is semifinalist in</u> world's largest speech contest," Panola Watchman



#### **NEWS FROM DISTRICT 67, TAIWAN**

Far Eastern International Bank in Taiwan (FEIB) recently received the District Governor Award for its support of Toastmasters. The public relations officer issued a news release to local media about the award. As a result, the bank's recognition was covered by the *United Daily News*, a Chinese-language paper, Taiwan TV and the station's website ETToday. Toastmasters Executive Director Daniel Rex, second from right, traveled from the U.S. to congratulate FEIB on the award. Pictured with him are, from left, Patty Wei, deputy general Manager-FEIB; Neal Stovicek, charter president of Taipei Metro Toast club and investment advisor to the FEIB Chairman's Office; Eli Hong, FEIB president; Y. S. Liao 2012–2013 district governor, and Toastmaster Harrison Lee, DTM.

To request an additional copy of the news release template, please email **pr@toastmasters.org**. For tips on how to contact the news media, see page 30 of the **Let the World Know** Publicity and Promotion Handbook (Item 1140).

### Q&A

### What resources are helpful in capturing leads?

# Q: I have a lead from my company's human resources department. What should I do?

A: Start by reviewing the **Guide to** Corporate Visits (Item 128) to obtain key points and useful tips for corporate presentations. Initiate a conversation with the lead and give that person marketing materials such as "Confidence. The Voice of Leadership." (Item 101), which stresses the personal and professional benefits of Toastmasters participation. To target employees in various trades, share the "Find Your Voice." (Item 99) brochure. Also share the **Features**, **Benefits and Value** chart that outlines the value of Toastmasters to a corporation and its employees, as well as to an individual.

# Q: My friend wants more information about Toastmasters. What can I send her?

A: Direct her to the Toastmasters International website <a href="www.toastmasters.org">www.toastmasters.org</a>
and give her the <a href="#All About Toastmasters">"All About Toastmasters"</a> (Item 124) brochure that describes the purpose and organization of Toastmasters International and its network of clubs.



(NURTURE A LEAD Continued from page 1) individual meet his goals. Keep records to recall names, dates and key points, and once the visitor joins, assign a mentor to the new member.

Always remember to ask your leads for a convenient time to contact them, and make sure that you follow up as promised. Your timely response will make potential members feel valued, and it will also show that you keep your word.

### How to Nurture Leads at the District Level

District leaders receive leads for new clubs from many sources, including World Headquarters. Regardless of where the lead comes from, be sure to assign a member of your marketing team to follow up with leads immediately, and begin planning demonstration meetings by following the guidelines in the

How to Build a Toastmasters Club: A Step-by-Step Guide (Item 121).

Once a new club is chartered, assign it a sponsor.

District leaders who learn about individual leads should immediately forward them to a vice president membership for follow-up.

Remember these important steps in identifying and nurturing leads.

- ▶ Use active listening skills.
- ▶ Share your experiences in Toastmasters and provide information about the global network of clubs.
- ▶ Encourage leads to view <u>The Club Experience</u> video, and invite them to a club meeting.
- ▶ Follow up in a timely manner.
- ▶ Thank visitors for their time and interest.

Congratulations, you now know how to recognize and nurture leads. It's time to close the deal. Remember, first impressions and quality club experiences are essential for attracting and gaining new members. To ensure that your club is a quality club, review the **Moments of Truth Club Quality Standards Evaluation form** (Item 290B) and the **Distinguished Club Program and Success Plan** (Item 1111).



Review past issues of the *M/PR Newsletter* on the Toastmasters website at **www.toastmasters.org/MPRNewsletter**. Let us know what you liked and what you would like to see in future editions by emailing **newsletters@toastmasters.org**.