



Create Your Own Recruitment Leads

District Resource Guide – 1

Compliments of the team for:

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We know that the leads we get from Toastmasters International world headquarters (WHQ) are helpful to our efforts to charter new clubs, but you can create your own leads in addition to those sent by TI.

Corporate

Ask Beverly Wallace from WHQ (bwallace@toastmasters.org) for a list of companies that already sponsor Toastmasters Clubs. Using this list, see who has an office in your District, but no clubs. Ask the members of the existing clubs to see if they know anyone in the listed offices near you that might be a good “warm call” contact to start the new club. If they don’t know of anyone, contact human resources as a place to start. Since they already support the program it should not be too hard to sell.

Search your own membership list for e-mail addresses of companies you are targeting for a new club. Chances are if the company is large enough you already have at least one member in your District who works there and can help you from inside the organization.

Government

Federal, provincial and local municipal government offices will often sponsor Toastmasters Clubs. If you have one government club, see if anyone there knows anyone in a neighbouring jurisdiction or agency. Often they work together on issues and may know each other.

As above, search your own membership list for e-mail addresses of governments and agencies that you are targeting for a new club. It’s likely that if the organization is large enough you may already have at least one member in your District who works there and can help you from inside the organization.

Don’t forget to look at military bases in your District as an opportunity to charter a few clubs.

Community

Use a web site such as www.batchgeocode.com or purchase a program where you can transfer several addresses onto one map. Use your membership list and create a map of where your members live. You might find that you have several members living in an area where you wanted to create a new community club. Use them as your task force to get things moving.

Contact community leaders or community centers and see if they would be open to sponsoring a Toastmasters Club. Combine this with an existing Toastmaster in the community for more success.

Advanced clubs

Advanced clubs can be built quickly, but they can also fold quickly. Make sure any advanced club you charter has a clear purpose that sets it apart. Also make sure they are committed to being distinguished so that they are not a burden on area and division goals.

Some ideas for new advanced club purposes are to focus on evaluations, humour or storytelling, centered on dining in restaurants around your District. Some Districts with advanced clubs focused on being current or past leaders have found mixed success. Weigh these options carefully.

“Helping others helps ourselves grow and succeed!”