



Find a Club Best Practices

Help your club turn more prospective members into members! Use these tips to grow your club with contacts you receive through the Find a Club feature of toastmasters.org.

- 1. Update your information.** When was the last time your club went into **Club Central** and made sure your “Club Contact and Meeting Information” is up to date? This information should be checked at least once a year and updated when changes occur.
- 2. Use the Prospective Member Management (PMM) page frequently.** When a prospective member messages your club or schedules a visit, their record will populate here.

While you cannot directly message the prospective member from the PMM page, you can update their “Activity Status” to let all club officers see at a glance if the person has scheduled a visit, if an officer has contacted them, if someone has followed up after their visit, and more.
- 3. Reply to all club-related contacts within 48 hours.** When a prospective member messages your club, you will see their message and contact information on the PMM page. If their “Activity status” does not yet say “Officer contacted prospective member,” use your preferred email provider to respond to their message.

It is important to respond promptly while the prospective member is at their most motivated to visit and join your club! This template makes quick responses easy to manage.
- 4. Encourage a club visit.** In each email interaction with the prospective member, gently encourage them to visit an upcoming meeting—it’s the best way for them to understand the benefits of Toastmasters!

If you don’t hear back from your initial response to the prospective member, use the templates on page 4 of this guide to get back in touch.
- 5. Follow up with guests.** After a visit, help the guest see the value and support of your club by reaching out. Personalize this email template to invite them to another meeting and offer to answer their questions. If they don’t have interest in visiting again or joining, thank them for their time and wish them well.
- 6. Invite them to join!** If the prospective member seems interested, hold a club vote, then send them the online Membership Application (found at the top of the PMM page).