



Free and Low-Cost Ways to Promote your Toastmasters Club

1. Poll current members and visitors - do more of what works
2. Create business cards with club information
3. Wear your Toastmaster pin/name tag at work or to events
4. Hand out promotional items, such as mugs and t-shirts – be sure to attach your club meeting info
5. Get a “celebrity” endorsement
6. Put up your club flyers at nearby colleges in the public posting area
7. Contact the HR Departments of local businesses to explain the value of having a Toastmasters club
8. Promote your corporate clubs at new hire orientation or in employee publications
9. Have your local city publication do a feature story on your club
10. Publicize your club happenings in local newspapers, such as calendar listings, photos and feature articles “open to the public,” open houses, contests, member accomplishments, noteworthy guest speakers, club activities like Speechcraft, Youth Leadership Programs, training programs and roles in community affairs.
11. Add your meetings to the Parks and Rec or Community Calendar in the city where you meet
12. Offer to speak at the local Chamber of Commerce – don’t forget to publicize your club meetings
13. Offer to speak at community organizations, such as Lions, Rotary, or Workforce – don’t forget to publicize your club meetings
14. Add a flyer about your club to your city’s “Welcome to the Community” packets, which go to all new residents of the city
15. Conduct a Speechcraft
16. Conduct Youth Leadership or Youth events
17. Make sure your Toastmasters website has current meeting times and locations – and is up-to-date on the TI website
18. Stay active on social media: Facebook, LinkedIn, YouTube, Twitter and more
19. Add your club meetings to online meeting listings, such as Craigslist, Eventbrite, and Meetup
20. Take part in Community Events, such as fairs, parades, networking events, job fairs
21. Post information about your club on public boards at local coffee shops, libraries, businesses, corporate, and chamber newsletter
22. Conduct open houses
23. Have an elevator speech and success stories ready — train members to talk about Toastmasters