

MARKETING IDEAS WORTH TRYING

1. Have a contest that rewards the three clubs with the highest net gain of members.
2. Reward clubs that have a net gain of 5 members regardless of club size.
3. Stress the Smedley Award!! The Smedley Award is attained when clubs add five new, dual or reinstated members between August 1st and September 30th. Encourage clubs that charge club dues to lower the club dues portion of the dues such that it is no more expensive to join in September than in October.
4. Encourage any prospective club that has the chance to charter in September to have the charter members pay for SEVEN months. This way, every member is paid through the semi-annual dues period, and the District can get the extra membership payments. The same principle applies to March.
5. With the current system of calculating club payments, it is more advantageous for new members to join and — clubs to be chartered —before September of the Toastmaster year.
6. Charter paperwork for new clubs needs to reach Toastmasters World Headquarters by June 30th!