



MEMBERSHIP MAGIC

FIVE TOUCH POINTS OF MEMBERSHIP BUILDING

It's the personal touch that makes the difference

TOUCH POINT 1

A hearty handshake at the door and a big welcome from the lectern.

TOUCH POINT 2

A formal letter on your club letterhead mailed no later than 48 hours after the meeting. Include both a tri-fold brochure and a business card sized Toastmaster plug (which can be purchased from WHQ).

TOUCH POINT 3

An email thanking your guest for taking the time to visit, reminding them of an upcoming meeting, and mentioning the reason your club meets every week.

TOUCH POINT 4

On Monday of the following week, a full-color oversized postcard (4x6) that promotes your club website and has room for a short personalized message on the back. Write something like, "Thanks for visiting *club name* ... you can find out more about us and our club by going to our website."

TOUCH POINT 5

Make a phone call and visit with the guest. Many times it is hard to reach them, but even by leaving a voice mail you show you're interested and you care—and they will appreciate the personal touch.