

VPPR should check the club's find-a-club page right away, to verify that everything is correct: address, directions (if any), contact info, location on map, and link to club website.

Have a public web site that is updated within 2-3 days after every meeting with a recap.

My two primary suggestions are simple. Keep the club's public website and your club's facebook page CURRENT! Show stuff going on, post pictures, post member and club accomplishments and upcoming events. There is nothing that will turn off a prospective member faster from even bothering to contact you about coming as a guest than a site that has had no activity for months. It looks like a dead club.

Have a Facebook page with the same, and get every member involved and commenting, or with tagged pics.

Have a Meetup page for every meeting, and get members to say they'll be there (the more people who say they'll be at a Meetup event, the more visibility it as to others).

Send out the meeting recap to all members AND guests within 2-3 days. Keep guests on your list until they ask to be removed.

Follow up with guests within 2-3 days after each meeting, asking what they thought about it, and inviting them to attend the next meeting. Preferably with a phone call, not an e-mail, and definitely NOT a broadcast/bulk e-mail.

Have a guest welcome packet prepared and ready, explaining the meeting, meeting roles, the basics of the educational program and CC manual, and a table showing how much dues are, in total for each of the 12 months (so no math is needed).

Get news coverage of big events, like elections, educational awards, contests, etc. Send press releases to small local media outlets. (In a corporate club, get the story on the corporate internal web site, and/or e-mail blast out to employees.)

Ensure guests are greeted at meetings and paired up with an experienced member who can explain what's going on, and introduce the guest around. Get really clear on why we do Toastmasters. Get inspired. Get excited. Now take that really clear message and share it.

PR means advertising OUTSIDE your club, not spamming everyone in it.

Connect with your local paper (some people do still read them, online mostly though) and find out if there's a dedicated person for Community events and introduce yourself. If they're desperate for stories, they'll be happy to run every event and detail (Bob Smith, a local resident, received his CC today). You can also work with the Business desk possibly as well.

Regarding photos, double check with your members to make sure they're all good with you taking photos and posting them online. You don't know who might not want their photo circulated for whatever reason (Uber-shy, sensitive occupation to Psycho-Ex looking for them)

Know as much about your club as possible (upcoming anniversary, famous members/longevity/etc. You're the person that can speak for the club if a reporter shows up and wants to know about the club or Toastmasters or be able to stand near the President if they're being interviewed and feed them details. What we do for "people" is not a story, but what we do for A person can be. Stories are individual people overcoming adversity. A story about what we did for one person is a story about what we can do for anyone.