



# Global Advertising Campaign Preparation Tips

As the Toastmasters global advertising campaign begins, consider these tips to help your club convert guests and find a club prospects to new members:

**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 for accuracy at least once a year.

**2. Check your email.** Get in the habit of reading emails at least every other day to see if anyone has tried to contact your club.

**3. Reply to all emails.** If someone reaches out to your club, make sure to respond within 48 hours. Non-members who take the time to send a club an email are typically interested in learning more about joining or attending a meeting. Be sure to include information about parking and how to get to the meeting room in your reply.

**4. Encourage guests.** When someone contacts your club, always include information about your next meeting and ask them to attend as a guest. What better way to understand how a meeting works than to observe in person?

**5. Follow up with guests.** Getting someone to attend a meeting isn't enough. Within 48 hours after a meeting, you should contact all guests, ask if they have questions, and do everything you can to sign them up as a member of your club. For help, check out the "[Guest Email Follow Up](#)." If they decline joining your club at this time, thank them and wish them well.