

Member Engagement Strategies and Ideas 2018



Try these ideas in your district to create more member enthusiasm, participation, and camaraderie. Members who feel more connected and engaged will encourage others participate, be more likely to volunteer, and will stay in the program longer.

- Run a “Toastmaster Selfie” contest online, or at the next event. Ask members to post their selfies on their timeline and tag your district page to showcase them.
- Have monthly online or in person new member orientations.
- Have monthly online or in person workshops on topics pertaining to speaking, leadership, and Toastmasters.
- Share useful tools to club members periodically such as membership outreach ideas, top 10 speaking tips, and inspiring youtube videos.
- Play a “Toastmasters Trivia” game at an event.
- Share “Toastmasters Success Stories” in your newsletter, highlighting how members have used their skills outside of their clubs.
- Have a volunteer appreciation happy hour.
- Or have a no-reason-at-all happy hour/social hour.
- Tag club Facebook pages on your district Facebook page, and do rotating shout-outs.
- Send personal recognition emails to members who achieve educational goals signed by the district director, program quality director, division director, and area director.
- Offer online presentations and meet and greets with successful speakers and leaders in your district.
- Encourage a #District hashtag for Facebook, Twitter, and Instagram. Run a promotion for the club or member who posts the most.
- Lead by example - engage with clubs and members online and offline. Challenge yourself to meet as many of your members as you can during your term.
- Send a personal email from the trio to new members and to new club leaders, welcoming them to the district and to Toastmasters.
- Recognize club and member successes publicly - online and offline - as often as possible. Tag them online if possible.
- Encourage club leaders to run member engagement campaigns in their clubs, and reward the clubs with innovative ideas.
- Create a “Sticky Note” Wall at your next event: Offer pads of sticky notes and paper for guests to write “their biggest success” and cover the wall with sticky notes!