

# Speechcraft: Your Club's #1 Membership Building Tool!

Speechcraft is a program designed to teach non-members public speaking skills. Experienced members of your club present the fundamentals of public speaking in the atmosphere of a Toastmasters club meeting. Speechcraft brings prospective new members into your club to see, first-hand, what Toastmasters is all about. It is a great way to promote your club in your community or company.

Speechcraft has several benefits. Participants become a part of your club meetings. They come to know and enjoy the club's fellowship while gaining confidence and training in their communication skills. Many of our members indicate they joined their club because they participated in a Speechcraft program. Clubs that conduct a Speechcraft program at least once each year have few membership problems.

Speechcraft also benefits the members of your club. The program gives club members new opportunities to exercise their communication and leadership abilities. The program also enhances club programming, which in turn increases interest and attendance among all members.

## How the Program Works

Speechcraft can be presented as an integral part of your club meeting or as a seminar-style program presented outside of the club, at a different location and time. It can be conducted in four, six, or eight sessions.

Presenting the program inside of the club has an advantage: It provides participants with a sample of the Toastmasters club experience, making it easier for participants to become members at the conclusion of the program. The Speechcraft program need not disturb the usual club programming. Instead, a portion of each of the eight meetings is devoted to Speechcraft. It is suggested an extra 30 minutes be added to the club meeting. Trimming the business portion of the meeting can also yield extra time for Speechcraft.

Conducting the program outside of the club has advantages, too. More participants can be accommodated because more time is available. You can conduct the program for a particular group, civic club, or company at the group's location. Also, a Speechcraft program outside the club often leads to the formation of a new Toastmasters club.

## How To Get Started

The Speechcraft starting kit (Catalog No. 205) is available from World Headquarters and contains materials for up to five participants. Additional materials may be ordered separately.

## Number of Participants

If Speechcraft is presented within the club, five to 10 participants are needed. For programs presented outside the club, more participants can easily be accommodated.

## Turning Prospects into New Members

Speechcraft participants are prospective new members for your club. They will join your club if they are impressed by the club and can see the benefits they will receive from their experience. Impress participants and help them benefit by conducting the best program possible. Make them feel

## Speechcraft: Your Club's #1 Membership Building Tool!

welcome. Finally, before the last session, ask participants to join the club. You may be able to combine Speechcraft graduation with a new member induction ceremony!