


Hi, just a reminder that you're receiving this email because of your membership in a Toastmasters club in District 25. Don't forget to add [info@d25toastmasters.org](mailto:info@d25toastmasters.org) to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



## District 25 Toastmasters

# It's Time to Take Action NOW

**May 30, 2012****To all D25 members**

***"Go for it now. The future is promised to no one." ~ Wayne Dyer***

It's crunch time! Is your club among the many still a few members short of being distinguished or better? Don't give up. Develop an action plan to add several members by the end of June. Consider the suggestions in my [prior post](#) and these five more timely and time-proven tactics:

1. **Add honorary members:** Is there someone who contributed to your club's formation or ongoing support - a "C-level" executive, HR director, or other leader? If this person isn't a club member, they can be an honorary member - able to participate with no expectation of regular activity and no voting rights. Adding up to two honorary members is mutually beneficial, especially if existing or prospective members admire them.
2. **Sponsor members:** Are any of your members or prospects struggling financially? Come to the rescue of one or more by seeking a volunteer (or several) to sponsor their six-month dues. (You cannot use club funds for this, but individual members can make a donation.)
3. **Add family members:** Invite your spouse or significant others to join your club. Think of the harmony in your life that could emerge if everyone you care for becomes a Toastmaster.
4. **Get competitive:** Challenge another club to a membership-building contest. Enjoy beating "those other guys," wining a contest incentive, and reaping the reward of more members. You can also have an internal contest while you blow away that other club. Okay, I dare you!
5. **Promote, promote, promote:** If you're featuring a guest speaker, holding an open house, conducting a Speechcraft, or just seeking good attendance for your meetings, be sure your VP PR, and other club leaders apply best practices for promotion. Author and philosopher Stephen Covey urges us to "begin with the end in mind." Think about that as it relates to your club's

events. You may see some merit in skimping on "nice to have" extras at an open house, for example, if doing so accommodates more effective promotion.

Taking these steps can make an impact even as the window of opportunity for this year begins to close. Please, be a hero for your club, area, division and district. Help your club add members, become eligible for various D25 [promotions](#), and be poised for success in 2012-13. You'll be glad you did!

Dean Lampman, DTM  
Lt. Governor, Marketing

#### Quick Links...

[District 25 Main Site](#)

[District Promotions](#)

[Events Calendar](#)

[Toastmasters Int'l](#)

[Educational Achievements](#)

[Join Our Mailing List!](#)

#### Other useful links

- [Resources](#) for getting new members
- What is [Speechcraft](#)? How can it help my club?
- [Clubs with 5+ DCP goals](#) - Check your member numbers! Be sure that doesn't keep you from being Distinguished.
- If you aren't on this list, see the [Distinguished Club Report](#) - Select the most recent date in the Update dropdown menu. Clubs are grouped by area. (If you don't know your area number, find it [here](#).)
- See your club's [DCP history](#). Just enter your club number and click "Submit."



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