



Meaningful Marketing

Attracting Members Through Meaningful Connection

Toastmasters District 56 Online Leadership Elective

Meaningful Marketing



Define Your
Identity



Planning
Outreach



Delivering the
Promise

Part One: Define Your Identity

Before you spread the word,
clarify who you are and who you serve.

Tell Me About Toastmasters

- A worldwide nonprofit educational organization that empowers people to become more effective communicators and leaders
- Offering supportive, learn-by-doing clubs where members practice speeches, receive constructive feedback, and build confidence at their own pace.



Tell Me About YOUR Club

- Highlight unique meeting locations, specialized themes, times, or club demographics.
- Authentic personal stories are a powerful marketing tool.
- Always give prospects an easy next step to attend a meeting.



Andrea's Elevator Speech

Problem > 10 years ago, I was so scared to give a presentation in front of a group of more than 2 other people, that I would call in sick every time I was scheduled to do it

Solution > Then I was introduced to Toastmasters, the world's leading communication and leadership organization. My club gives me a safe place to use Toastmasters' self-paced system to practice and build my confidence.

Action > Timmons Talkers Toastmaster meets at noon on Tuesdays RIGHT HERE in the building. AND, if you work for H-GAC the agency will pay your dues. Please join us at our next meeting and see what we're all about.

Ideal Member Personas

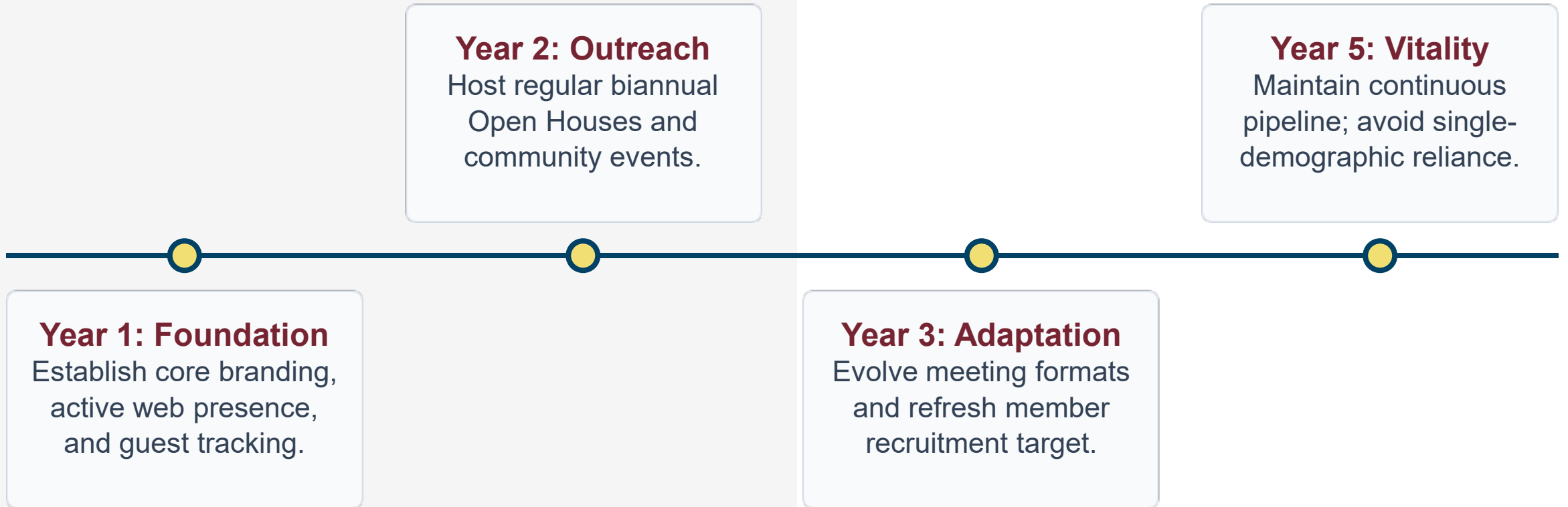
- Examine your current club membership.
- What professions, backgrounds, and personal goals do they represent?
- Decide if you want to deepen existing demographics or expand into new communities.



Part Two: Planning Outreach

Strategic channels and multi-year sustainability
for long-term vitality.

5-Year Club Sustainability



Effective Marketing Channels



Word of Mouth

Personal invitations remain the highest converting marketing channel for guest attendance.



Digital & Social

Maintain an updated website, LinkedIn page, Facebook, and Instagram with consistent posts.



Targeted Events

Host biannual Open House events backed by physical flyers in local libraries and venues.

Protect the Toastmasters Brand

TOASTMASTERS
INTERNATIONAL®



Since
1924

Select the Toastmasters branded colors and logos.
Color by the numbers in all your publications.



True Maroon
Hex #772432
C12 M95 Y59 K54
R119 G36 B50
Pantone 188



Loyal Blue
Hex #004165
C100 M43 Y12 K56
R0 G65 B101
Pantone 302



Cool Gray
Hex #A9B2B1
C23 M7 Y12 K18
R169 G178 B177
Pantone 442



Happy Yellow
Hex #F2DF74
C0 M5 Y57 K0
R242 G223 B116
Pantone 127

Gotham Examples



Ultra



Black



Bold



Medium



Myriad Pro Examples



Black



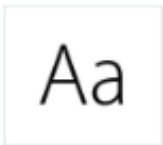
Bold



Semibold



Regular



Light

toastmasters.org/brandmanual
toastmasters.org/resources/brand_portal

What About AI?

- Helps to draft content.
- Make prompts specific, giving AI good information and details.
- AI isn't you – make sure you tell your own stories.
- AI doesn't get it right sometimes – ALWAYS double check.



Part Three: Delivering the Promise

Creating seamless guest experiences and honoring the Toastmasters brand.

Toastmaster Promise

- Attend meetings regularly.
- Prepare projects based on the education program and prepare for all meeting assignments.
- Help the club maintain a positive and friendly atmosphere.

toastmasters.org/about/toastmasters-promise



Wrap Up & Strategies

Schedule a marketing topic for your next Executive Committee meeting or request a speech slot from your VPE!

Any Questions?

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