

# Guest Packets to Make Your Club Memorable to Guests

A guest packet is a strong tool for converting guests to members. An effective guest packet contains specific information about your club, Toastmasters in general, benefits of membership, and a “call to action” to join.

Send guests home with all the information they’ll need to join your club! Current Toastmasters should be treated as other guests – dual memberships are very common. Provide your packet to all prospective members at club meetings, open houses, and special events.

You should know that Toastmasters has pre-made guest packets for sale. They are \$2 each which is a bit steep but they are very professional. Here is a list of resources included in that packet:

- Find Your Voice. (Item 99)
- Your Path to Leadership (Item 101)
- All About Toastmasters (Item 124)
- The Benefits of Toastmasters Membership Flier
- Promotional Bookmark (Item 6818)
- Promotional Magnet (Item 6770)



You can include whatever you wish in your club packet. Contents vary from club to club. The goal of this information is to create a list of resources clubs can use to create their unique packet. The resources listed here are arranged in good and better. Strive to include at least the items listed under a good packet and aspire to include a few additional items from the better and best lists.

Don’t go overboard! Don’t overwhelm your guest. Keep the contents to about 5 or 6 pages

## Good

- Club introduction, with meeting, contacts and dues info
- Flyer: The Benefits of Toastmasters Membership, Item# 354INDV
- Brochure: All About Toastmasters, Item# 124
- Current membership application

## Better

Include the Good list plus the following

- Current, pre-filled membership application
- Pathways Introduction, Item# 133
- Flyer: Features, Benefits and Value, Item# FBV

After you’ve gathered your contents, choose a simple presentation folder to organize it all. Try to stick with the Toastmasters brand colors of dark blue or maroon. Black is also a great option. Place a nicely presented sticker on the outside to label it and include a business card with your club’s info.

Lastly, many of these resources are available as a download. This makes it very easy to build a virtual packet to email to online guests at an online meeting.