

The Guest Packet—A Powerful Marketing Tool

The Guest Packet can be a powerful marketing tool for your club. Besides presenting it to first-time guests at your club meeting, you can use it as a press kit or to inform corporate and community leaders of the benefits of Toastmasters.



Guest Packet Contents:

The well-constructed packet will contain, at minimum:

- A cover letter from your club, including contact names and numbers for more information
- Brochures/materials that outline the benefits of Toastmasters. Some materials that are available free from TI include:
 - *Your Toastmasters Membership Provides These Benefits...*
 - *Confidence, the Voice of Leadership*
 - *Find Your Voice*
- A Membership Application

You might also add a Toastmasters Magazine, club newsletter and any other materials you think are appropriate.

Sample Cover Letter:

Gift of Gab Toastmasters was chartered in 1996 with the intent of helping its members develop their communication and leadership skills in a relaxed and supportive environment. We meet every Thursday evening from 6:00 p.m. to 7:30 p.m. at City Library, 1425 Urban Street, Los Angeles.

Through our Toastmasters program, members learn how to speak confidently, listen effectively, think on their feet, evaluate others in a constructive manner, and develop leadership skills.

We welcome visitors, and we invite you to visit our club as often as you like to see how Toastmasters can work for you.

For more information, please contact Janice Jones at (310) 555-1515.