

Tips: Echoes of Excellence Tips (Rejoin Toastmasters Club Campaign)

Reaching out to former members requires a thoughtful and personalized approach to rekindle their interest and encourage them to rejoin. Here are some tips for reaching out effectively:

1. Personalize Your Message:

- **Use Their Name:** Address them by their first name to make the interaction more personal.
- **Reference Past Involvement:** Mention specific contributions or roles they had in the club to show that you remember and value their participation.

2. Acknowledge Their Contribution:

- **Highlight Their Impact:** Recognize the positive impact they had on the club. This helps them feel appreciated and valued.
- **Express Genuine Miss:** Let them know they are missed and that their absence has been felt.

3. Share Club Updates:

- **Current Activities:** Inform them about new initiatives, events, or changes in the club since they left.
- **Achievements:** Highlight recent achievements and milestones to show the club's progress and ongoing vitality.

4. Offer a Warm Invitation:

- **Invite to a Meeting:** Encourage them to attend an upcoming meeting or the Gala event to reconnect with the club and see what's new.
- **Low Pressure:** Ensure the invitation is welcoming and low-pressure, emphasizing their comfort and choice.

5. Provide Clear Benefits:

- **Personal and Professional Development:** Remind them of the personal and professional growth opportunities that Toastmasters offers.
- **Community and Networking:** Emphasize the supportive community and networking opportunities within the club.

6. Use Multiple Channels:

- **Phone Call:** A direct phone call can be more personal and engaging.
- **Email:** Follow up with an email if you can't reach them by phone or to provide additional details.
- **Social Media:** Reach out through social media platforms if they are active there.

7. Be Respectful of Their Time:

- **Concise Communication:** Keep your message concise and to the point.
- **Flexible Timing:** Offer flexible options for meeting times to accommodate their schedule.

8. Follow Up:

- **Gentle Reminder:** If you don't hear back, send a gentle follow-up message after a week or two.
- **Continued Updates:** Keep them in the loop with occasional updates about the club's activities and successes, even if they don't immediately rejoin.

9. Show Genuine Interest:

- **Ask About Them:** Inquire about their current interests and how they've been since leaving the club.
- **Listen:** Be prepared to listen to their feedback or reasons for leaving, and address any concerns they might have.

10. Express Enthusiasm:

- **Positive Tone:** Use an enthusiastic and positive tone to convey your excitement about the possibility of their return.
- **Encouragement:** Encourage them by sharing how their return could benefit both them and the club.

By following these tips, you can create a welcoming and compelling approach that may inspire former members to re-engage with your Toastmasters club.