

## III - RESOURCES AND TOOLS

### Promotional Materials

- ™ Yes, You need Toastmasters (Catalog No. 99)
- ™ Talk, Still the Most Effective Means of Communication (Catalog No. 101)
- ™ Bringing Successful Communication into Your Organization (Catalog No. 103)
- ™ From Prospect, to Guest, to Member (Catalog No. 108)
- ™ Flyers to place on bulletin boards (Catalog Nos. 114 and 115)
- ™ All About Toastmasters (Catalog No. 124)
- ™ Let the World Know (publicity and promotion handbook) (Catalog No. 1140)
- ™ Television spot announcement: *Get the Toastmasters Edge* (Catalog No. 1144)
- ™ Public Relations and Advertising Kits (Catalog No. 1150)
- ™ Radio Spot Announcements (Catalog No. 1151)
- ™ Publicity Pack (Catalog No. 1153)

### Tools for Club Building Team

- ™ How to build a Toastmasters Club - A step-by-step guide (Catalog No. 121)
- ™ Club Building Strategy Guide for Districts (Catalog No. 122)
- ™ Community Contact Team (Catalog No 1020)
- ™ Build New Clubs (Catalog No 218-C) - [slides available online](#)
- ™ *Everybody's Talking About Toastmasters* video (Catalog No. 4007-V)
- ™ Finding new members for your club (Catalog No. 291)
- ™ Closing the sale (Catalog No. 293)

**To present a training session on Club Building, see online**

<http://toastmasters.org>

Click on link "[Division Governor, Area Governor & Club Officer Training](#)", look for "**Build New Clubs**" [ref 218 C]: script, slide text and handouts (315 KB) can be downloaded. There is also a set of 15 slides alone (101 KB).