

COMPANION GUIDE

The AI Recruitment Playbook

Practical AI techniques to attract new Toastmasters members.



LEARN



ATTRACT



ENGAGE



INVITE



GROW

“AI may help people find your club — but people are why they’ll stay.”

Presenter • Mariam Tariq

Toastmasters International Convention • 60-minute education session

How to use this playbook

THE SHIFT Most people ask AI the wrong question — “Can you create my presentation?” The better question is “Can you help me think through my presentation?” What you get out depends on the conversation you put in.

THREE WAYS TO USE THIS GUIDE

	Start here when...	Go to
DIAGNOSE	You're not sure where your club is losing prospects.	The worksheets
BUILD	You need a specific asset this week — email, flyer, or post.	The Prompt Library
IMPROVE	You want a steady rhythm, not a one-off.	The Action Plan

■ *AI drafts. You decide. Nothing leaves your club in AI's voice — it leaves in yours.*

Why human communication matters more

AI made competent content free. A polished flyer, a clean paragraph, a passable draft — anyone can make these in ninety seconds now. The moment something is free and universal, it stops setting you apart.

So the advantage moves — to what AI cannot manufacture: the trust in a handshake, the member who admits they were terrified once too, the follow-up that remembers your name.

AI made this abundant (so it's cheap)	This stayed scarce (so it's your edge)
First drafts and correct grammar	Eye contact and genuine presence
Generic advice and summaries	A story only you have lived
Stock visuals and templates	The courage to stand up and speak
Instant, tireless output	Trust earned over real conversations
Polished words	Words that sound unmistakably like you

The Toastmasters turn. Every item in the right column is a skill your club already teaches. AI didn't weaken your value — it printed it in bold.

In an AI-powered world, authentic human communication is a competitive advantage — for your career, and for your club.

The AI recruitment framework



■ *People join Toastmasters because of people. AI helps you communicate better at every stage — it never replaces the stage itself.*

The member journey — and the crosswalk

What the prospect experiences:



The prospect experiences...	...while the club is doing	What's actually at stake
Discovery	ATTRACT (LEARN behind the scenes)	Do they even understand what we offer?
Connection	ATTRACT → ENGAGE	Did a human reach out — or just a form?
First Visit	ENGAGE / INVITE	Do they feel welcomed, or observed?
Follow-up	ENGAGE	Did we reach back — or wait for them?
Decision	INVITE	Is the ask clear and low-risk?
Member	GROW	Do they belong enough to bring a friend?

■ *You lose most prospects in the gaps between stages — the email never sent, the guest never greeted. AI's real job is to close those gaps.*

What great clubs do at every stage

The gap between an average club and a great one is rarely effort — it’s a handful of specific habits.

Stage	An average club...	A great club...
Discovery	Lists meeting times and a mission statement.	Answers “what’s in it for me?” in the first sentence.
Connection	Waits for the guest to email first.	A real person replies within 24 hours, by name.
First Visit	Lets the guest sign in and find a seat.	Greets them at the door, introduces two members, gives a role to watch for.
Follow-up	Sends nothing, or a generic blast.	Sends a personal note referencing something the guest said.
Decision	Hopes they’ll come back.	Makes one specific, low-pressure invitation to the next meeting.
Member	Leaves the new member to find their way.	Assigns a mentor, books the first speech, welcomes them publicly.

DO THIS NOW Circle the one row where your club is weakest. That row is your highest-return improvement — and the worksheets later are built to fix exactly that.

Choosing the right AI tool

Match the tool to the task — and give beginners a clear place to start.

Tool	Best for	Strength	Watch-out	Cost*
ChatGPT	Thinking partner, drafts, practice	Versatile; great for back-and-forth	Confident even when wrong — verify	~\$20/mo
Claude	Writing, editing, long documents	Natural prose; handles long text	Fewer image features	~\$20/mo
Copilot	Living in Microsoft 365	Works inside Word, PPT, Outlook	Depends on your M365 setup	~\$20/mo
Canva	Flyers, social graphics, posters	Design + AI in one place	Easy to bury the message	~\$15/mo
Bolt	Website concepts, landing pages	Turns a description into a web page	Overkill for most clubs	Usage-based

START SIMPLE Begin with free ChatGPT. Add Canva when you need visuals. Use Copilot if your org already provides it. Add Claude if you write a lot; reach for Bolt only when rebuilding a site. Don't collect tools — master one.

** Pricing as of mid-2026. Standard paid plans cluster near \$20/month; most tools have a capable free tier. Verify current pricing — it changes often.*

The prompt-writing framework

A repeatable method you’ll use for years. Every prompt in this guide is built on it.

		Say something like...
C	Context — the situation, audience, and goal.	“Our club meets Tuesday mornings; members are mid-career professionals.”
R	Role — who you want the AI to be.	“Act as a membership VP who has grown three clubs.”
A	Ask — the one specific task.	“Rewrite our homepage headline to lead with the benefit.”
F	Format — what you want back.	“Give me three options, each under 12 words.”
T	Tune — react and refine.	“Warmer. Less corporate. Now make #2 shorter.”

WEAK “Write a recruitment email.” → something generic that could belong to any club on earth.

CRAFTED “Act as a friendly membership VP. Our club helps mid-career professionals speak with confidence. Write a warm follow-up to a guest named Sam who said they freeze up in meetings. Under 120 words, one low-pressure next step. Two versions.”

■ *The first answer is a draft, not a delivery. The Tune step is where AI stops sounding generic and starts sounding like you.*

WATCH-OUT Never paste a real guest’s personal details, or anything confidential, into an AI tool.

Prompts for the first impression

Copy-ready and built on C.R.A.F.T. Fill the brackets and paste.

PROMPT 1 • Rewrite website messaging

WHEN TO USE Your homepage talks about history, not the reader's benefit.

You are a membership VP who has grown three Toastmasters clubs. Here is our homepage text: [paste]. Our ideal member is [e.g., mid-career professionals who want to speak with confidence]. Rewrite the headline and opening paragraph to lead with the benefit, not our history. Give three versions — warm, bold, professional — each headline under 12 words. Then name the single change that would most improve first impressions, and why.

PROMPT 2 • Review your website like a stranger

WHEN TO USE You're too close to your own site to see what a newcomer sees.

Act as a first-time visitor who has never heard of Toastmasters and is nervous about public speaking. Here is our website: [paste or describe]. In plain language: (1) Within five seconds, do you understand what this club offers and who it's for? (2) What would make you hesitate to visit? (3) What's missing before you'd show up? Be specific, then list the top three fixes in priority order.

PROMPT 3 • Recruitment flyer copy

WHEN TO USE You're designing a flyer in Canva and need the words, not the design.

I'm designing a recruitment flyer for our club. Write the copy only. Include: a headline under eight words that leads with a benefit; three benefit bullets (max six words each); one line naming who it's for; placeholders for day/time/location; and a clear call to action. Tone: confident and welcoming, not salesy. Audience: [young professionals]. Give me two headline options.

PROMPT 4 • LinkedIn invitation post

WHEN TO USE You want to invite your professional network without sounding like an ad.

Write a LinkedIn post from me, a member of [club] Toastmasters, inviting my network to visit as a guest. Open with a specific, relatable moment about public-speaking fear or growth — human, not promotional. 120–160 words, one clear invitation, a [link] placeholder, no more than three relevant hashtags. Make it sound like a real professional, not marketing.

Prompts for outreach & follow-up

Social invitations and warm follow-up. Same method.

PROMPT 5 • Facebook community post

WHEN TO USE You're promoting an open house to your local community.

Write a short, friendly Facebook post inviting people in our local community to a Toastmasters open house on [date]. Warm and casual, 60–90 words, one vivid detail about what a meeting actually feels like, and a clear “comment or message us to RSVP” call to action. One or two emoji, no more.

PROMPT 6 • Personal meeting invitation

WHEN TO USE You want to invite one specific person, one-to-one.

Draft a personal invitation I can text or email to a colleague, [name], inviting them to visit my club. They've mentioned wanting to [speak up more in meetings]. Under 80 words, make it feel like a genuine one-to-one note — not a forward — remove any pressure, and give them an easy yes. Two versions: one for text, one for email.

PROMPT 7 • Warm guest follow-up email

WHEN TO USE A guest visited and you want them to come back.

Help me write a warm, personal follow-up to a guest who visited last night. Their name is [name]. They mentioned [wanting to present better to their leadership team]. Under 120 words, sound like a real person — not a marketing email — thank them, reference what they shared, invite them to our next meeting on [date], and end with one low-pressure next step. Give me two versions.

PROMPT 8 • Speech outline

WHEN TO USE You're preparing a talk and want structure before words.

I'm giving a [5–7 minute] speech to [audience] on [topic]. Act as a speech coach. Before drafting, ask me three questions to understand my angle. Then build an outline: a strong opening hook, one clear central message, three supporting points each with a story or example, and a memorable close with a call to action.

Prompts to present & rehearse

Build talks, get feedback, and rehearse the harder moments.

PROMPT 9 • Build a recruitment presentation

WHEN TO USE You want to think a guest talk through, not auto-generate it.

Help me think through a 10-minute presentation to invite guests to join our club. Don't write slides yet. First ask me about my audience, our club's single biggest strength, and the one thing I want people to remember. Then propose a simple three-part structure — Story → Benefits → Invitation — with a suggested opening line. We'll build it together.

PROMPT 10 • Evaluation practice

WHEN TO USE You want honest, structured feedback on a speech.

Act as an experienced Toastmasters evaluator. I'll describe a speech I gave [or paste my notes]. Evaluate it using commend-recommend-command: two specific strengths, two concrete and actionable improvements, and one encouragement. Be honest and kind. Focus on delivery and message clarity, not just grammar.

PROMPT 11 • Prepare a difficult conversation

WHEN TO USE You need to raise something delicate with a member.

I need a respectful but honest conversation with a fellow member about [e.g., repeatedly running over time as an evaluator]. First help me clarify my real goal and separate the behavior from the person. Then draft an opening that is direct, kind, and preserves the relationship, and give me one phrasing to avoid. Keep it human.

PROMPT 12 • Role-play the invitation

WHEN TO USE You want to rehearse the ask against realistic objections.

Let's role-play. You play a hesitant guest who's interested but nervous and worried about the time commitment. I'll play myself inviting them to join. Respond realistically with typical objections. After four or five exchanges, step out of character and coach me: what did I do well, and how could I make the invitation more compelling — without pressure?

The integrity of your voice

Don't ask AI to...	Do use AI to...
Write your life story	Challenge and sharpen your ideas
Invent experiences you didn't have	Improve your organization and flow
Replace your voice	Strengthen your messaging
Do your thinking for you	Rehearse before the real thing
Say something you don't mean	Make your real point clearer

Authenticity & personal stories

AI can polish the words around your story. It must never invent the story. A borrowed anecdote is a lie with better grammar.

If you didn't live it, don't say it. Not the sales record, not the childhood memory, not the "time this happened to me."

Keep the specifics yours. The real detail is the part AI can't supply and the audience can't forget.

THE VOICE TEST Read it aloud. (1) Would someone who knows you recognize you in it? (2) Is there a sentence you'd never actually say? (3) If asked "did you write this?", could you say yes without flinching? Any no → rewrite.

■ If it doesn't sound like you, don't use it. If you didn't live it, don't claim it.

Transparency, dependency & responsible use

THE TRANSPARENCY LADDER — DISCLOSURE SCALES WITH HOW MUCH OF THE THINKING WAS YOURS

If AI...	Disclose?	Example
Fixed grammar or tightened your words	No need	Spell-check, a cleaner sentence
Helped you brainstorm or organize	Optional	You shaped and rewrote the ideas
Substantially wrote something personal	Disclose	A story presented as yours
Generated a fact, quote, or statistic	Verify first	Never repeat it until you've checked

DEPENDENCY SELF-CHECK — ONCE A MONTH, ASK:

- ☐ Can I still draft a short message from scratch, without opening a tool?
- ☐ Do I use AI to improve my thinking — or to avoid it?
- ☐ When I give a speech, is the structure mine or the machine's?
- ☐ Have I taken a “no-AI rep” recently — written or spoken entirely on my own?

THE RULE Draft short things yourself first. Use AI to improve — not to originate — anything that carries your name as a speaker. The reps are how you stay good.

THREE NON-NEGOTIABLES

Privacy. Never feed a guest's or member's personal details into an AI tool.

Accuracy. Verify every fact, name, and number before it leaves your hands.

Integrity. Use AI in a way you'd be comfortable explaining from the lectern.

■ *If it isn't true, don't send it. If you can't stand behind it, don't use it.*

Evaluate your current website

Score each item 0 (no), 1 (sort of), or 2 (yes). Then act on your lowest-scoring line — not all ten.

- ☐ A first-time visitor understands what we offer within five seconds.
- ☐ The headline leads with a benefit, not our history.
- ☐ The messaging speaks to a specific audience — not “everyone.”
- ☐ Meeting day, time, and location are easy to find.
- ☐ There is one clear call to action (e.g., “Visit as a guest”).
- ☐ A guest knows exactly what to do to attend their first meeting.
- ☐ Photos show real members, not only stock images.
- ☐ The tone sounds human and welcoming, not bureaucratic.
- ☐ It looks and works well on a phone.
- ☐ Contact reaches a real person who responds quickly.

Your total	What it means
16–20	Strong. Protect it — revisit twice a year.
10–15	Solid, with one or two clear fixes.
Below 10	Your highest-return project. Start here this month.

My lowest-scoring item — the one I’ll fix first (then use Prompt 1 or 2):

Audit your messaging

Two quick diagnostics: what a stranger absorbs, and whether your channels agree.

TEST 1 • THE 5-SECOND TEST

Show your homepage to someone new for five seconds. Take it away. Write their answers — in their words.

What do you think this club does?

Who is it for?

What would you do next, if you were interested?

TEST 2 • THE CHANNEL AUDIT

Mark ✓ or ✗ for each channel. Any ✗ is a fix; a column of ✗'s is a pattern.

Channel	Benefit-first?	Specific audience?	Clear next step?	Sounds human?
Website				
Flyer				
Social media				
Guest email				
In-person pitch				

Biggest inconsistency — where two channels tell a different story:

WHY IT MATTERS One consistent, benefit-first promise repeated everywhere beats five clever-but-different ones.

Guest follow-up audit

Most clubs don't lose members at the meeting. They lose them in the silence afterward.

When a guest visits, who is responsible for following up?

How soon do we reach out? ☐ Same day ☐ 1-2 days ☐ Later ☐ We don't

Personalized to what the guest said? ☐ Yes ☐ Sometimes ☐ No

Invite them to a specific next meeting? ☐ Yes ☐ No

Of our last 10 guests...	Count
...received a personal follow-up	_____ / 10
...were invited to a specific next meeting	_____ / 10
...came back a second time	_____ / 10
...joined	_____ / 10

■ *Members are rarely lost in the room. They're lost in the follow-up that never came.*

One change we'll make to our follow-up this month:

Club communication assessment

Score each stage 1 (weak) to 5 (great). Your weakest stage is your biggest opportunity.

Stage	Score 1-5	One thing to improve
Discovery — can people find and understand us?	_____	
Connection — does a human reach out?	_____	
First Visit — do guests feel welcomed?	_____	
Follow-up — do we reach back, personally?	_____	
Decision — do we make a clear, easy ask?	_____	
Member — do new members quickly belong?	_____	

Total score (/ 30): Our weakest stage — and therefore our biggest opportunity:

READ IT RIGHT A 30/30 isn't the goal — finding your lowest number is. Take that one stage into the Action Plan next.

Your action plan

Commit to one improvement — then map it across ninety days.

STEP 1 • PICK ONE IMPROVEMENT

The one improvement we'll make (be specific):

Why this one — the problem it solves:

Owner / Deadline / How we'll know it worked:

STEP 2 • MAP IT ACROSS 90 DAYS

Month	Focus	Tool	Success measure	Check-in
1 • Foundation	Website + first impression	ChatGPT / Claude	_____	_____
2 • Outreach	Flyer, social, guest follow-up	Canva + ChatGPT	_____	_____
3 • Invite & Grow	Guest talk, practice, referrals	Copilot / ChatGPT	_____	_____

REVIEW EACH MONTH Ask three questions: what did we try, what will we keep, and what will we drop? Keep what works; protect the human moments AI can't create.

■ *Don't try everything. One improvement, done this month, beats ten ideas on a list.*

Keep going

BOOKS WORTH YOUR TIME

Title	Author	Why
Co-Intelligence	Ethan Mollick	The clearest guide to working with AI as a partner
Talk Like TED	Carmine Gallo	How the best speakers hold a room
Made to Stick	Chip & Dan Heath	Why some messages land and others vanish
Influence	Robert Cialdini	The psychology behind a persuasive invitation
The Coming Wave	Mustafa Suleyman	The bigger picture on where AI is heading

TOOLS • AND WHAT EACH IS FOR

Tool	Where	For
ChatGPT	chatgpt.com	Thinking partner, drafts, practice
Claude	claude.ai	Writing, editing, long documents
Microsoft Copilot	copilot.microsoft.com	AI inside Word, PowerPoint, Outlook
Canva	canva.com	Flyers, posters, social graphics
Bolt	bolt.new	Website concepts and landing pages

SHARPEN YOUR PROMPTING

“One Useful Thing” — Ethan Mollick’s newsletter on practical AI (oneusefulthing.org).

Provider guides — the official prompting docs from OpenAI and Anthropic.

This guide’s Prompt Library — your fastest starting point.



AI may help people find your club — but people are why they’ll stay. Now go put one idea to work this week.