

District-Sponsored Meetup Groups

What is Meetup.com?

Meetup.com is an online social platform for organizing all sorts of get-togethers, from charity events to pickup sports games to Star Wars movie marathons. It's also popular with Toastmasters clubs because it's a perfect advertising platform for reaching out to people who have never heard of Toastmasters.

District 8 pays for and hosts three Meetup groups, which encompass multiple clubs based on geographic location: [St. Louis Speakers and Leaders](#), [Central/Southern Illinois Speakers and Leaders](#), and [Columbia/Jefferson City Speakers and Leaders](#).

Why use Meetup to promote your club?

Meetup is an easy and efficient way to put your club in the public eye. It has a large and varied user base, meaning you can use it to attract all sorts of people to your club. Best of all, there is *absolutely no cost* to your club to use the District-sponsored groups!

Which clubs can use it?

Any open club in good standing can use our District-sponsored Meetup groups. This is a requirement of Meetup.com's Terms of Service, which state that all events and groups must be open to the public. If you are a closed club and are having trouble attracting members, please contact your district leaders directly for assistance.

How do I sign up my club?

1. Register for a Meetup.com account, if you don't already have one.
2. Join the group(s) where your club(s) are located. Clubs in Missouri outside the St. Louis metro area should use the Columbia/Jefferson City group. Clubs in southern Illinois outside the Metro East area should use the Central/Southern Illinois group. All clubs in St. Louis, St. Louis County, and the surrounding metropolitan area should use the St. Louis group. Please note: The names of the groups are just for ease of organization. People will find your club by the location of where you meet. (I.e., someone searching for a Meetup in Rolla, Missouri will see the listings for clubs in Rolla, even though the group is "based" in Columbia.)
3. When you join the group, you will be asked two questions. This is simply to keep out fake accounts. The second question asks members joining to identify their club if they are already Toastmasters. For this question, please note that you would like to act as representative of that club. This will allow us to give your account the right permissions. You should receive an email notice when you have been designated as an Event Organizer. If you don't receive this within a few days of making the request, please contact us by email so we can get you set up.

1. From the main page of your group, click the button that says “Plan a Meetup.” Choose the appropriate option (for your first time, this will be “Schedule a New Meetup”).
2. Give your listing a title. You can keep it simple (e.g. “St. Clair Toastmasters Club Meeting”) or come up with something more creative.
3. Enter your meeting’s date and time information. Tip: Including an accurate ending time helps potential guests determine whether your club will fit their schedules.
4. IMPORTANT: Where it asks “How often do you want to host this meetup?”, you can set your listings to automatically repeat. Be advised, however, that you SHOULD NOT use the “every two weeks” option if your club meets on specific weeks of the month (i.e. 1st and 3rd Thursday, etc.), as any month with five such days will throw off the schedule. Clubs that meet once a week or once a month at the same time and location can use this option. (You can later edit the individual listings or all of them simultaneously as needed.)
5. Enter the NAME of your meeting location (i.e. “IKEA St. Louis”). If it is a business or other public location, it will probably come up. More likely, however, your location will not be in Meetup’s database and you will have to enter it yourself. Follow the directions given to do this.
6. Adding a photo is optional, but encouraged. You may use stock photos from Toastmasters International’s resource library, but pictures of your own club would obviously be preferred.
7. Add a captivating description that accurately summarizes your club meeting activities and the purpose they achieve. Tip: Remember that guests coming from Meetup are not necessarily familiar with Toastmasters! Be sure to include any important information about how to find/access the club. Putting a link to your club website here is also a good idea. (Simply copy and paste or type it in “whateverclub.org” format and it will be automatically converted to a web link when the listing is posted.)
8. Make sure you are listed as the “Host.” You may also select additional hosts if other members of your club are part of the Meetup group.
9. Set an attendee limit if required (i.e., if you have very limited seating or space). Most clubs will not have to use this and should leave it preset with no limit.
10. Check the box that says “Members can bring guests.” This tells people from Meetup that they can bring their friends who aren’t on Meetup.
11. Click the “Preview” button to see how your listing will look. Double check that everything is correct! Please also try to correct any typos or other language errors, as this makes our pages look more professional.
12. If everything looks good, click “Publish.” Your listing will go live. You may get a message asking if you want to “announce your Meetup.” Using this option will send emails to every person in the group (who hasn’t turned this off in their profile settings) about the new event. Since this can turn into email-spam, I suggest using this sparingly!
13. To manually add more listings, you can follow this process again or copy your previous listing (simply change the date for the next meeting and it will post another listing).
14. Be sure to edit any published listings as needed (i.e., a time or location change). If your meeting is cancelled, please cancel the Meetup from the listing page as soon as possible, and use the option they give you to notify all guests. If you have set your listings to

repeat weekly or monthly, please be sure to remove any automatic postings for dates when you will not have meetings (i.e., holidays).

15. Check your Meetup listings regularly, and try to respond to any messages or posts in a timely manner. If at any time you see or receive something inappropriate, notify an administrator immediately.
16. Tip: Encourage your club members to join and participate in Meetup, even if they are not posting listings. Ask them to RSVP to your club's Meetups. This helps the groups grow and makes our events look lively and active.