

# IGNITING THE TORCH OF TOMORROW!

*International Association of Torch Clubs*

**PART  
ONE**

**Art Bloom,  
IATC Vice President**



**SEMINAR  
PART ONE**

***Giving You The Tools To Succeed:***

**2024 Annual Report Highlights**



**Using Club Recruiting Materials**



**New Club Playbook & Resources**

**SEMINAR  
PART TWO**

***An Interactive Session With Members:***

**Attracting Younger Members**



**Club Recruiting Best Practices**



**Social Media Tips & Tricks**

# 2024 Annual All-Member Survey

HIGHLIGHTS OF RESULTS

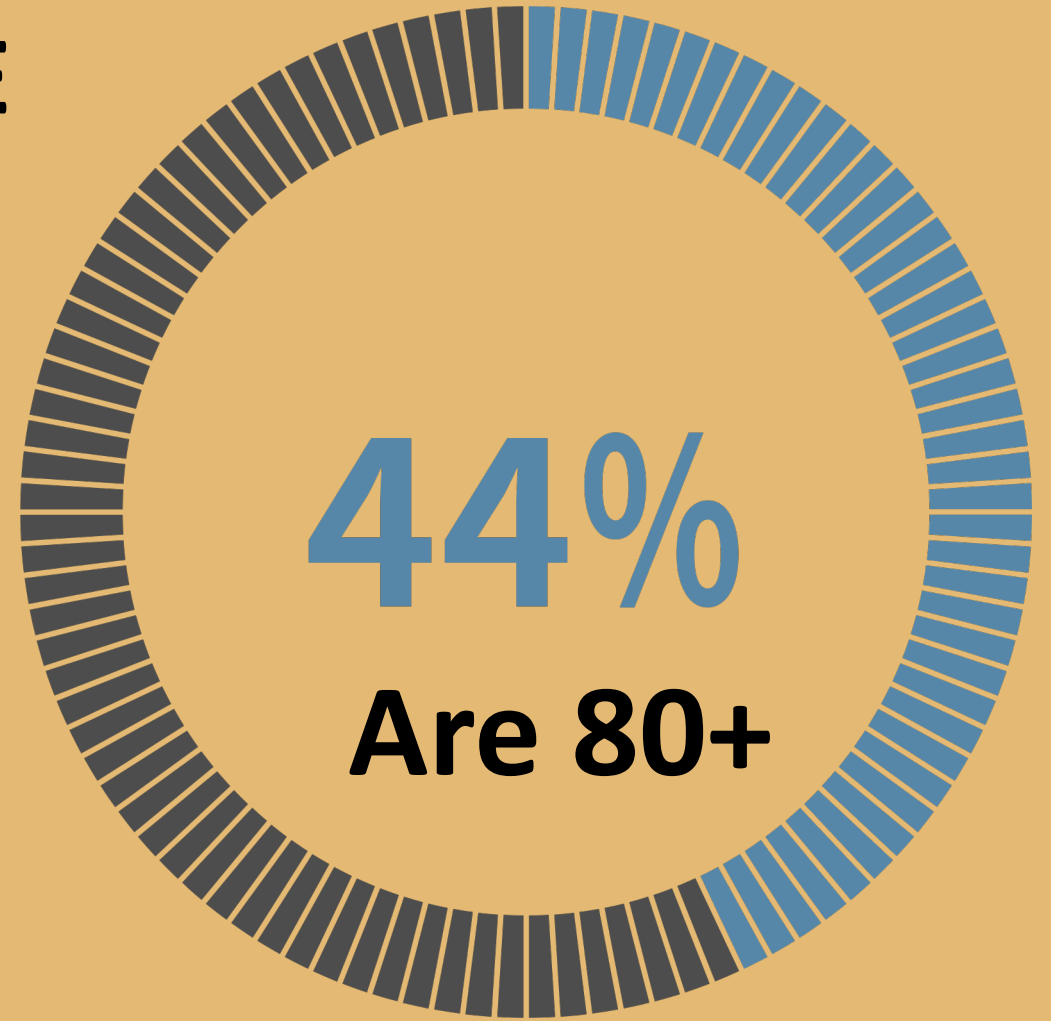
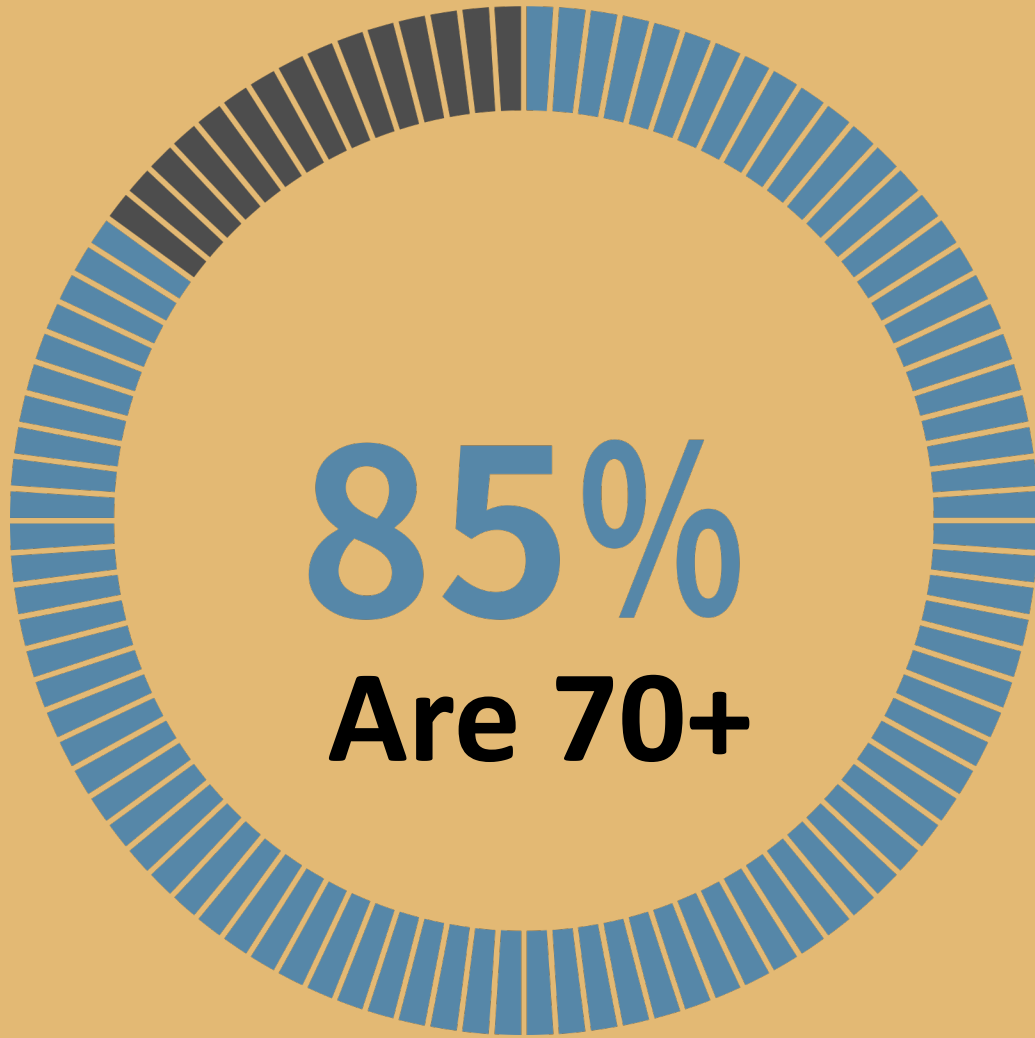




**189**  
**respondents**  
**from**  
**44 clubs**

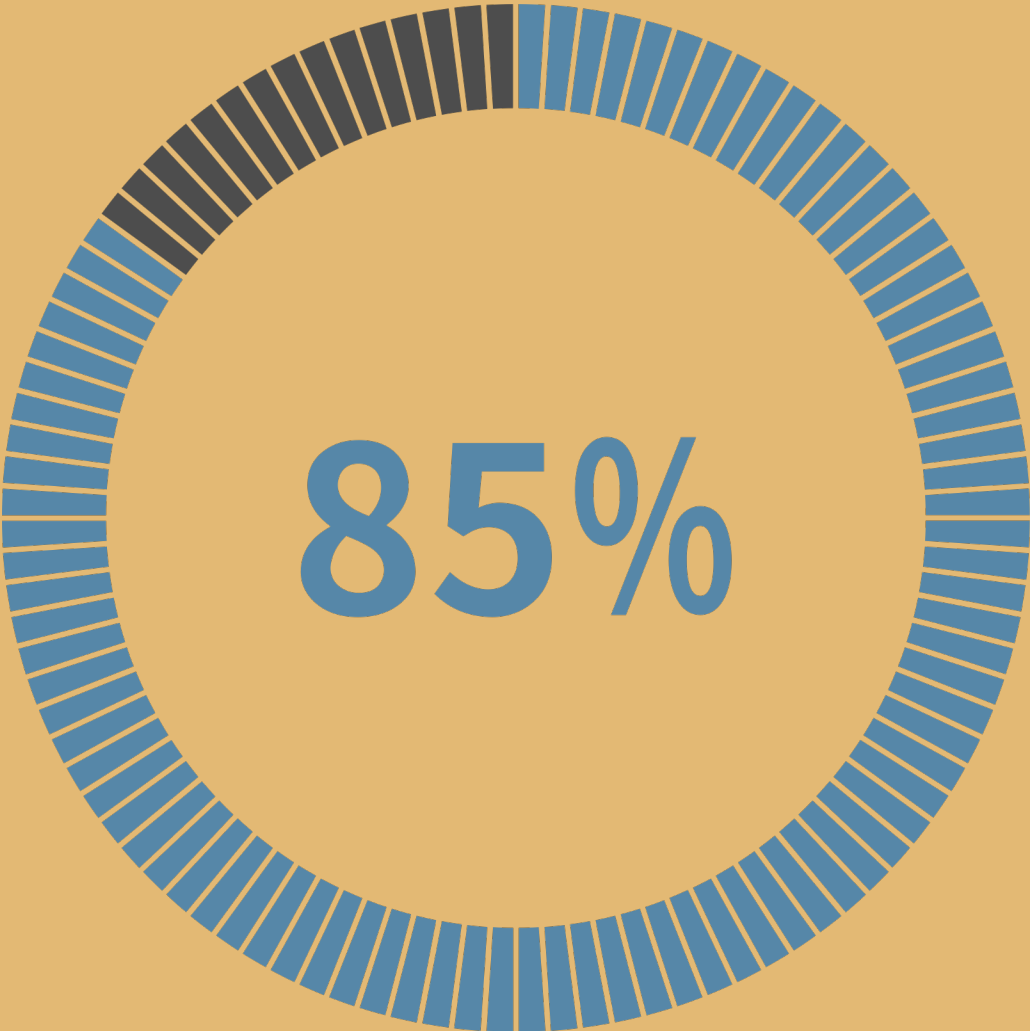
**SURVEY CLOSED 04.20.24**

## AGE

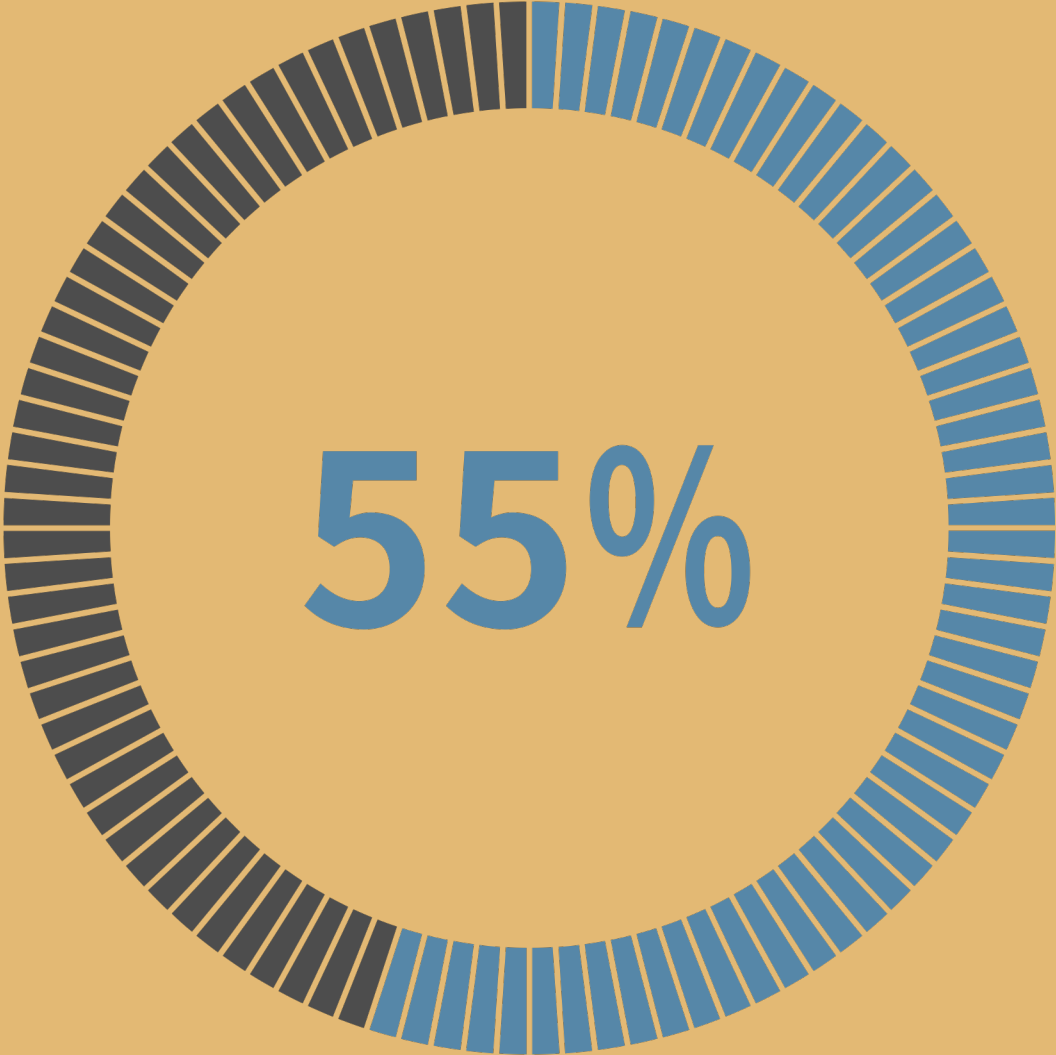


Note: In the 2023 annual all-member survey, 79% of respondents were 70+ and 42% were 80+

# HOUSEHOLD INCOME

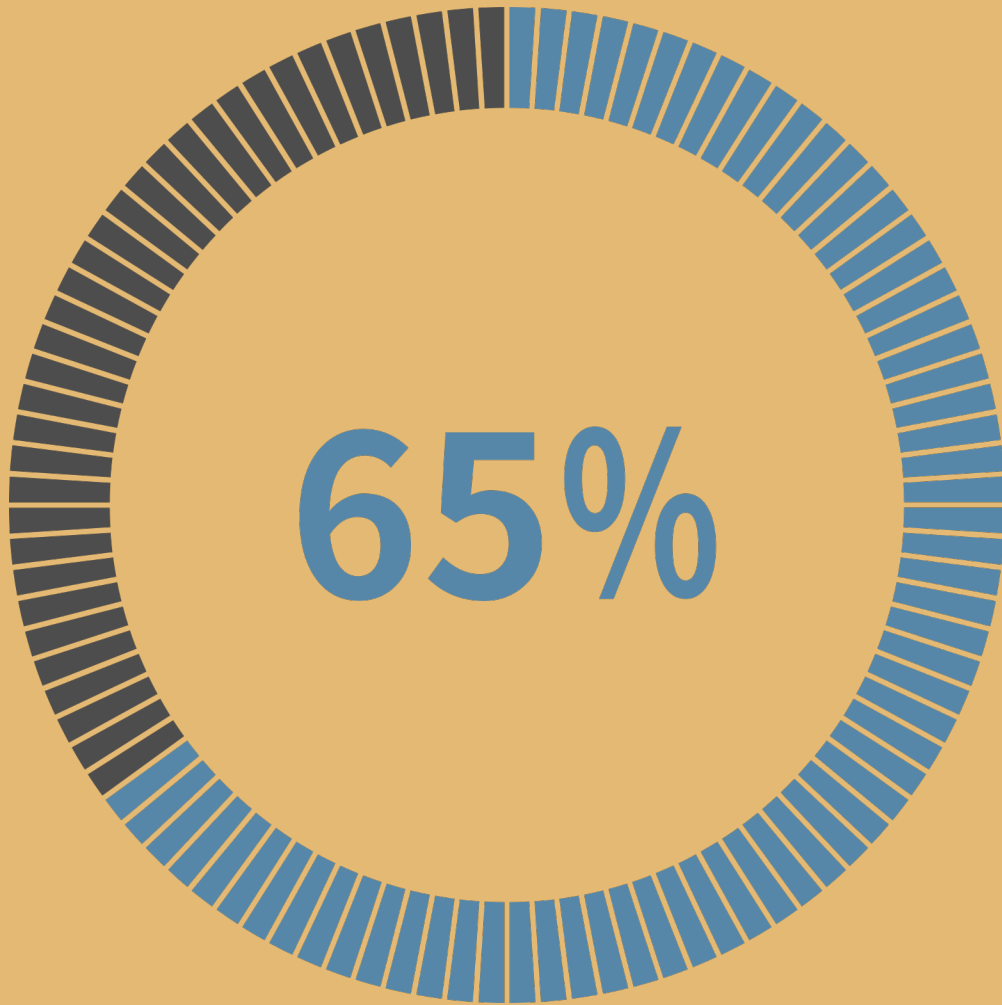


**Over \$70,000**

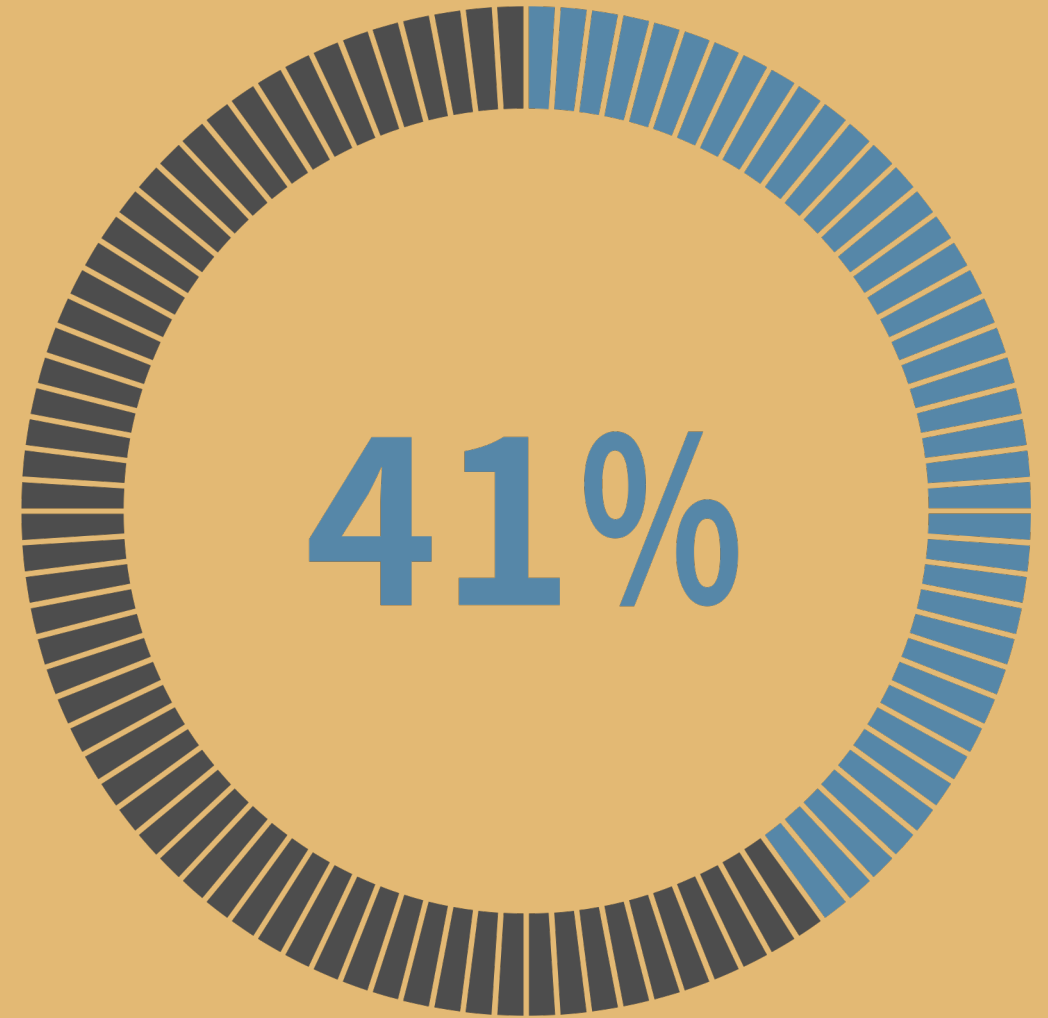


**Over \$100,000**

# LENGTH OF MEMBERSHIP



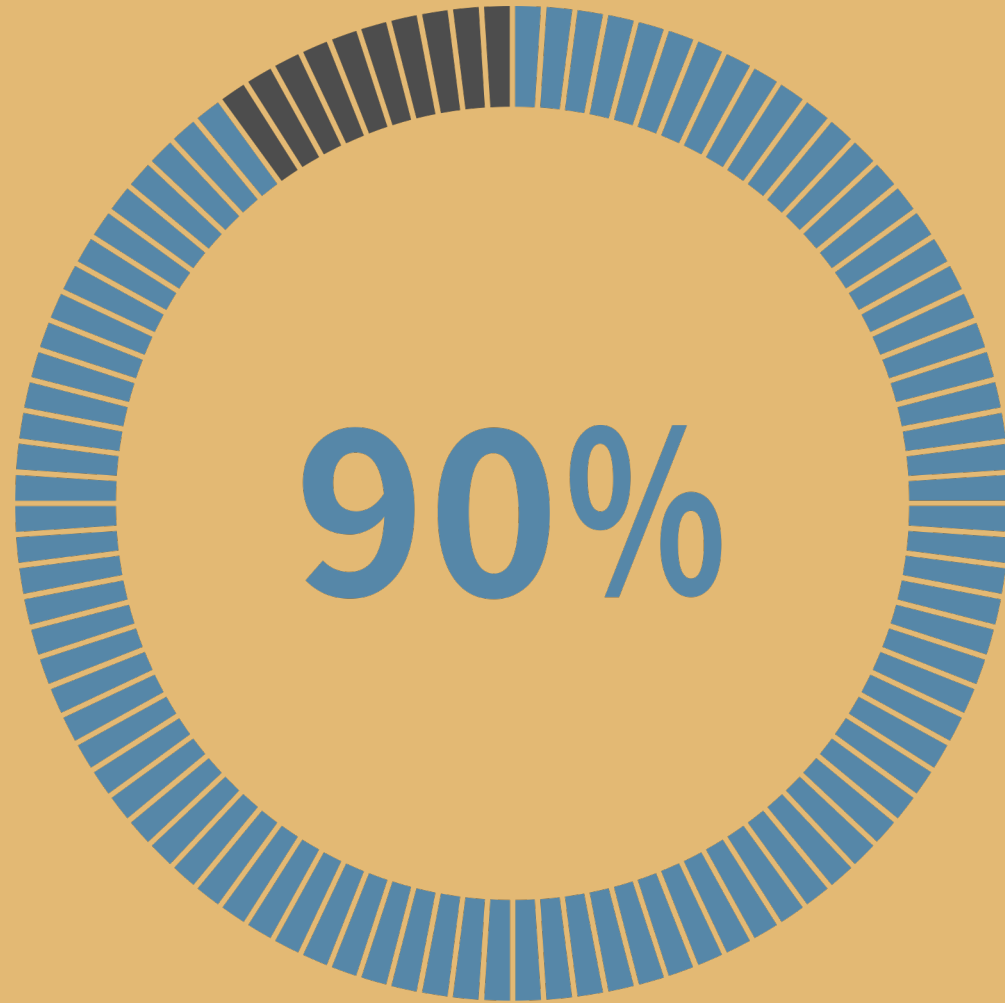
**Over 5 Years**



**Over 10 Years**



# CLUB MEMBERSHIP RENEWAL



**LIKELY TO RENEW**

3%

**UNLIKELY TO RENEW**

7%

**UNDECIDED**



75% felt their club meetings were professionally run.

8% felt they could be improved.



62% felt food was excellent.

22% felt food could be improved.

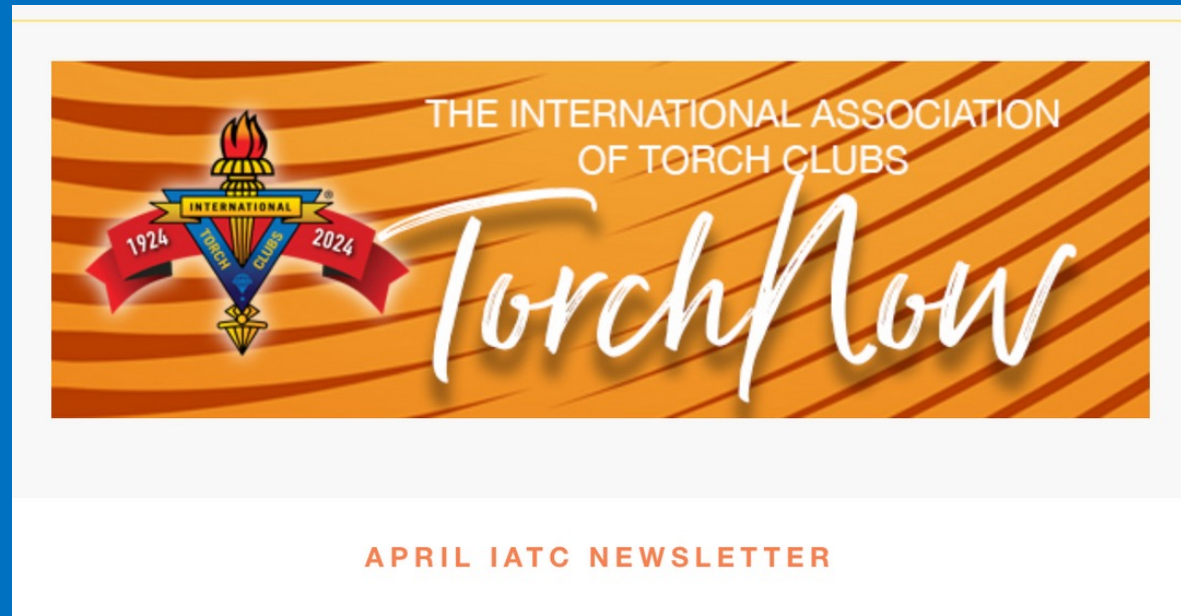


68% enjoy their meeting venue.

9% would prefer a new venue.

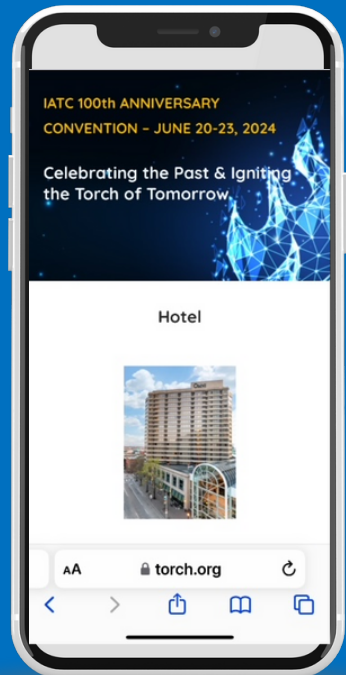
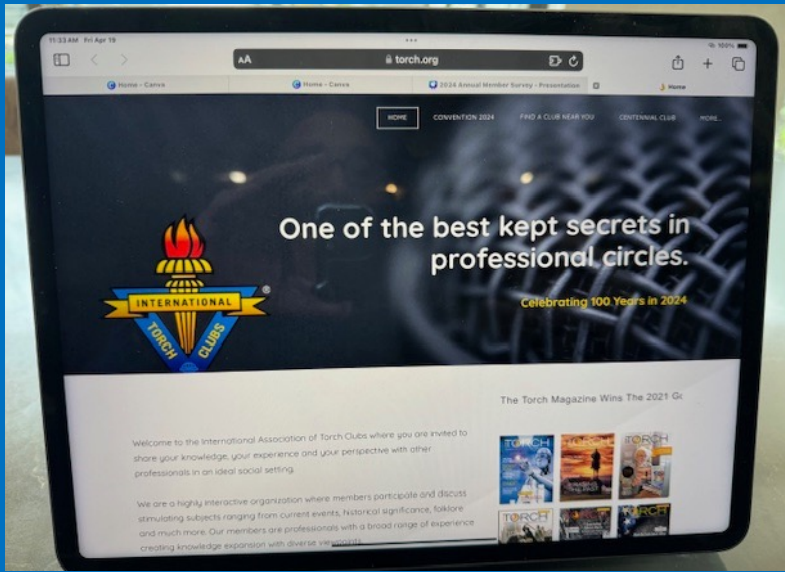


47% felt their club meetings were lively.  
4% felt they were not very exciting.



23% say they do not receive the monthly email newsletter.

10% say they never read it.  
(Total: 33%)



53% visit the torch.org website weekly, monthly or from time to time.

47% never visit the IATC website.



90% always,  
usually or  
sometimes read  
the magazine.

10% don't usually  
read it.





Among the reasons why **10%** do not read the magazine are:

They don't receive it, have vision challenges, don't find it interesting or get too many other magazines.



**Funniest reason:**  
“My husband gets it  
and doesn’t share it!”



80% have not considered submitting an article for publication.

20% have or are considering submitting an article.



15% plan to attend the Centennial convention.

85% are not attending or haven't decided yet.



10% plan to purchase  
the Centennial  
History Book.

90% do not plan  
to buy it or  
are undecided.



20% would purchase Torch merchandise.

80% would not purchase merchandise.

# conclusion

**There are many inferences that can be made from these survey results that may impact IATC Strategic Planning.**

**SEMINAR  
PART ONE**

***Giving You The Tools To Succeed:***

**2024 Annual Report Highlights**



**Using Club Recruiting Materials**



**New Club Playbook & Resources**



**NEW!**  
**CLUB & MEMBER RESOURCES**  
 Growth & Expansion  
 BEST PRACTICES RESOURCE GUIDE AND TOOLKIT

Discover how you can optimize the success of your club using these

... of the ...  
 ... t secrets within ...  
 ... onal circles.

You are in ...  
 Torch club ...  
 [Venue Na ...  
 at [Time]!  
 We are on ...

- THE TORCH - CURRENT EDITION
- NEW! MEMBERSHIP GROWTH & EXPANSION TOOL KIT
- CENTENNIAL HISTORY PROJECT
- REGIONAL INFORMATION
- ORDER MEMBER PINS
- SILVER & GOLD NOMINATIONS
- SPEAKER'S BUREAU
- BYLAWS, CONSTITUTION, POLICIES & PROCEDURES & LOGOS
- FEATURE PRESENTATIONS
- HISTORICAL INFORMATION

Summer Club Officers Workshop: ...  
 Club Officers Workshop  
 Club Recruiting Resource Guide kit  
 TUES. | AUG 15 2023  
 Cecelia Barbieri & Linda Paskey  
 Facilitators

**START HERE!**



Membership Growth & Expansion Guide  
 BEST PRACTICES RESOURCE GUIDE AND TOOLKIT

**DOWNLOAD NOW!**



# Membership Growth & Expansion Guide

\$0.00

SKU: TK2023

f t p G+

Quantity

1

BUY NOW



# Overview

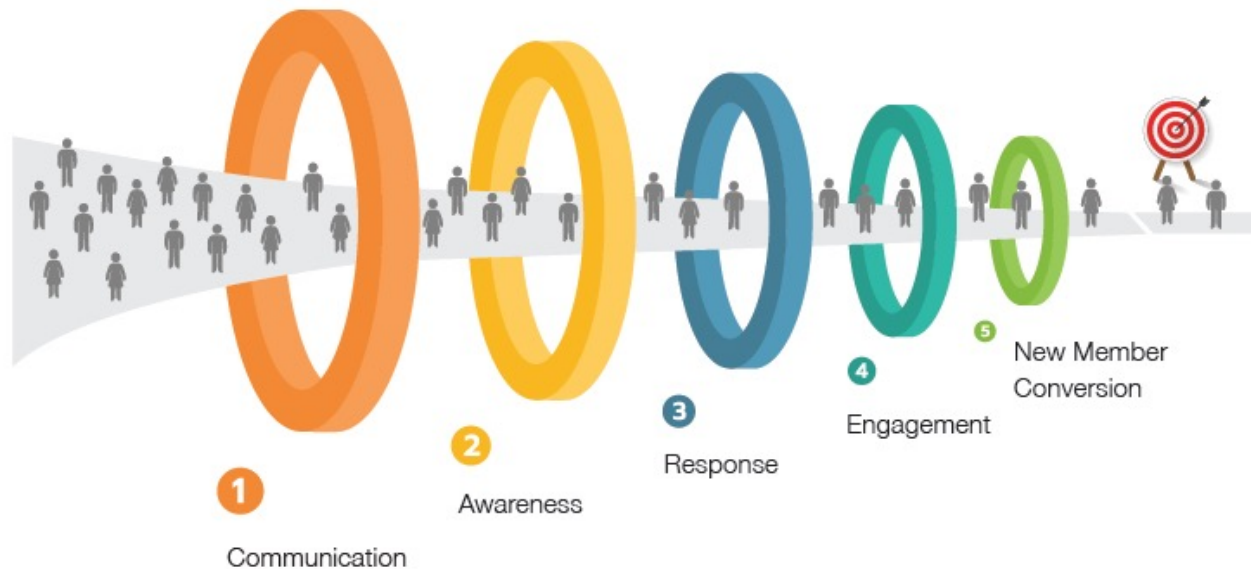
This Membership Growth & Expansion Best Practices Resource Guide and Toolkit has been created solely for the benefit of the local clubs that are part of the International Association of Torch Clubs, Inc.

Torch is an organization based on interaction, expansion of knowledge, and togetherness, so finding others who can experience our mission with us is paramount.

This guide was specifically created to help your club connect and compel new members from your community. The goal is use the marketing recommendation to recruit and grow club membership.

The purpose of the guide is to provide instruction on how to use specific communication vehicles and provide easy to use templates.

## Marketing Journey To Gain New Members:



## HOT TIP:

**Be sure new members feel welcomed!  
Establish a guest greeting committee/new membership group.**

# Club Member Engagement

An elevator speech refers to a fast way of introducing or getting across a key point or two with someone who doesn't know about a subject – in this case Torch. It's called an elevator speech because it takes roughly the amount of time you'd spend riding an elevator with another person before one of you exits to your floor. Elevator speeches should only take about 30 seconds. Once someone is interested you can expand the conversation and invite them to a meeting.

The example Torch elevator speech can be adjusted to match anyone's normal speaking style. Feel free to make it your own!



## Elevator Speech Example:

Our organization provides a very unique experience offering a place where intellectually inclined people find a community that is seldom found in other places. We are a hundred-year-old, international association and one of the best kept secrets within professional circles.

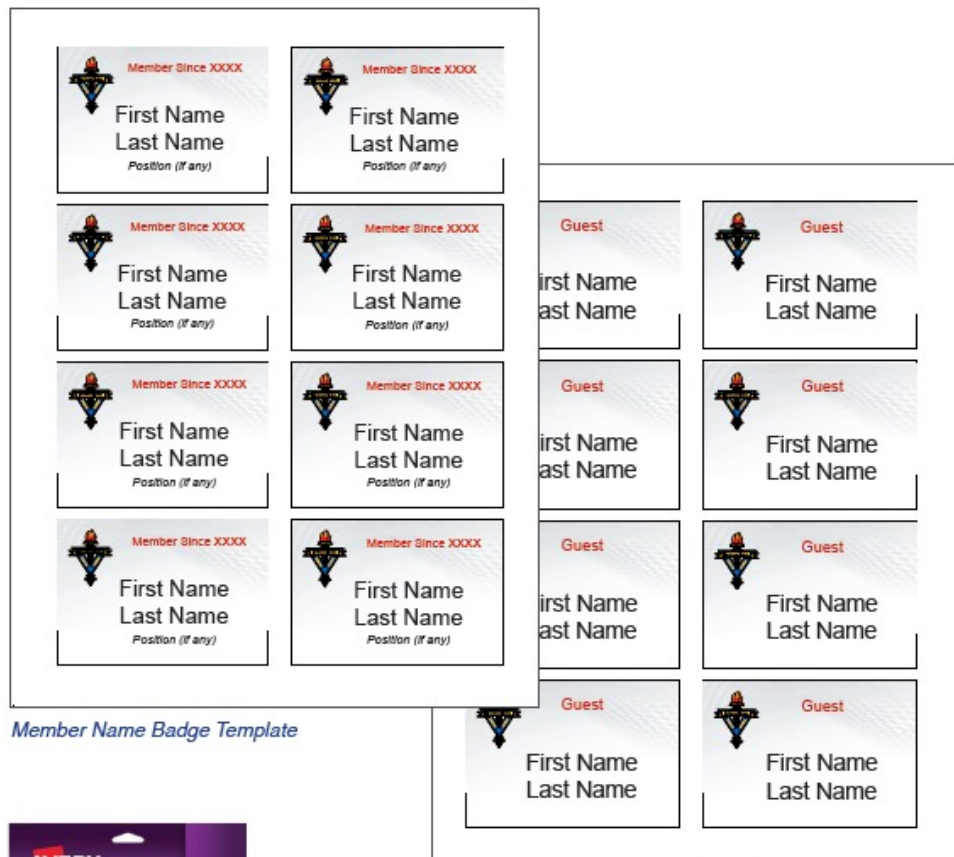
Meetings consist of a presentation by one of our members or an invited guest. The presentations vary each month and include a broad range of topics as well as a vast range of expertise and life experiences. A brief question and answer session after the presentation is followed by dinner. Dinner continues the exchange of ideas and broadening of social networks with new connections.



## HOT TIP:

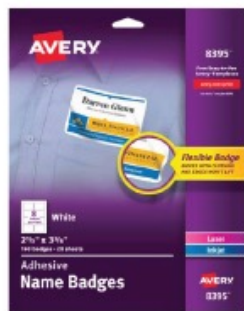
Telling people about Torch is great! Don't miss the opportunity to ask someone to join your next meeting. Remember these calls to action statements: Would you consider being my guest at our next meeting? Can you be my guest next Tuesday? Would you like to attend one of our meetings? Come with me to our next meeting!

# Club Member Engagement



Member Name Badge Template

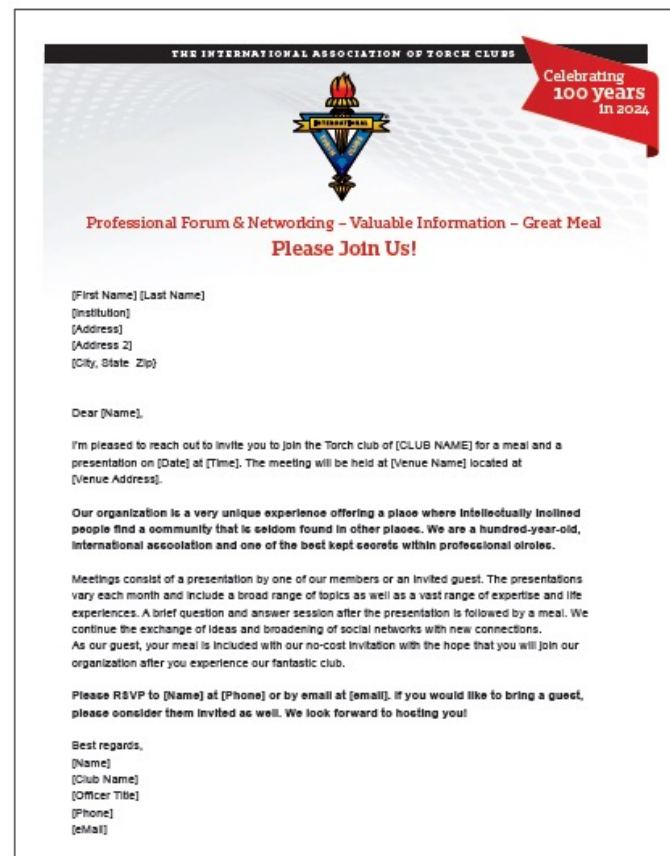
Guest Name Badge Template



These are 8 1/2" x 11" Word Documents that you can download and add your own personalization and print directly onto Avery Labels #8395 on your home printer.

# Direct Mail Letter Postcard / Flyer / Email / Text

Many organizations are well versed in the use of direct mail and email marketing. Text messaging is a productive addition to this marketing mix. Combining more than one optimally can better your results.



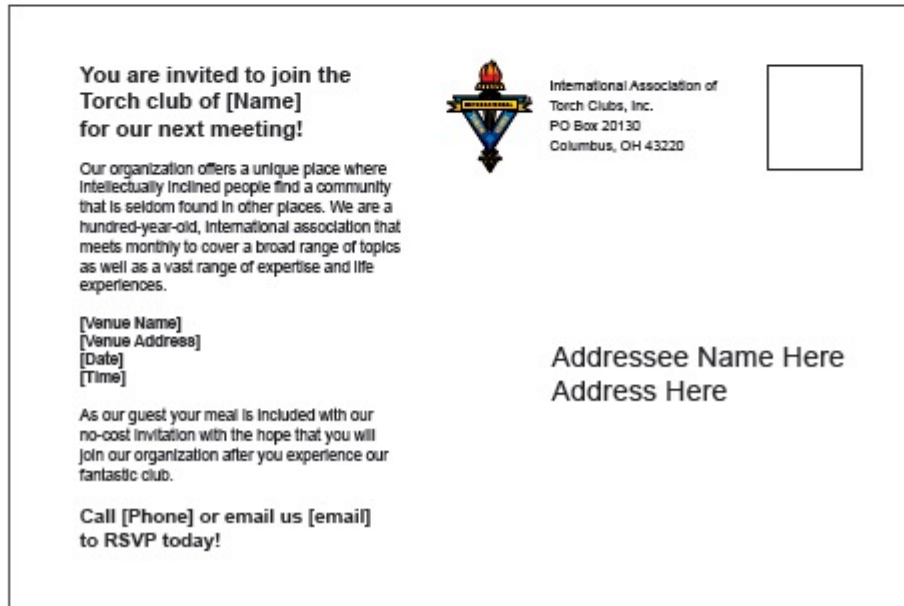
Direct Mail Letter Example

This is an 8 1/2" x 11" Microsoft Word Document that you can download, add your own personalization, and take to a local professional printer or print on your home printer.

# Postcard

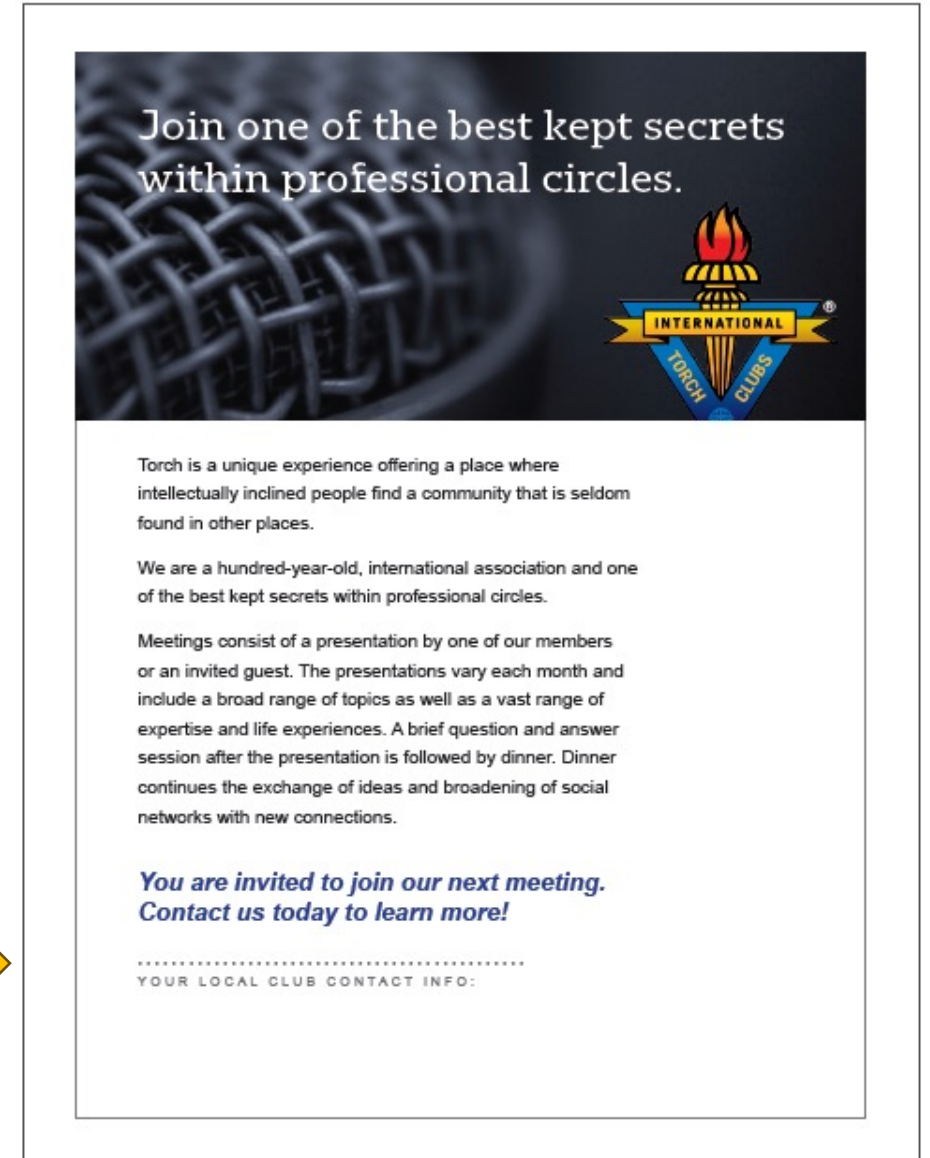


Front



Back

# Flyer

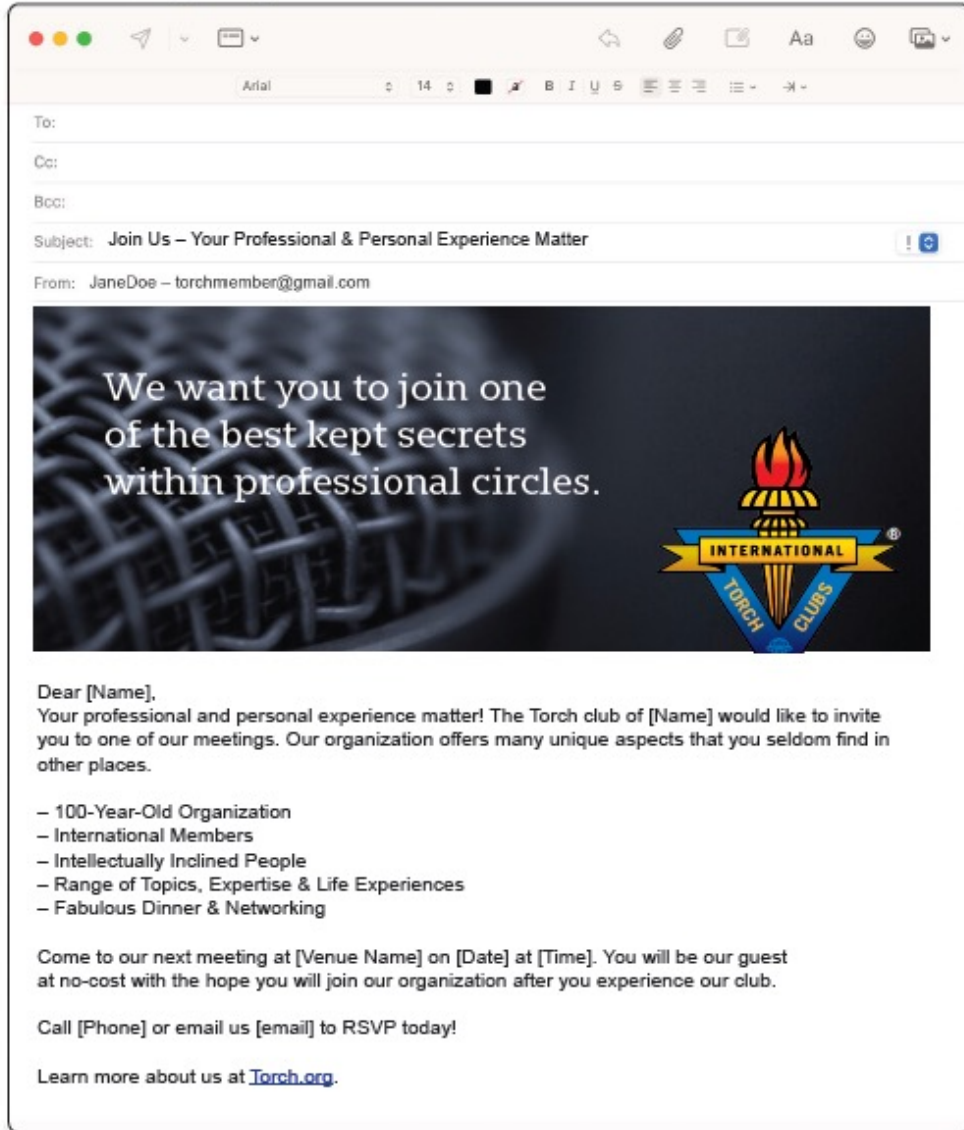


Flyer Example

This is an 8 1/2" x 11" Word Document with a customizable contact information box at the bottom for you to take to a professional printer or print on your home printer.

# Email

## Main Email Message Example



The screenshot shows an email client interface with a toolbar at the top. The email header includes fields for To, Cc, Bcc, Subject, and From. The subject is "Join Us – Your Professional & Personal Experience Matter" and the sender is "JaneDoe – torchmember@gmail.com". The main content features a large hero image with the text "We want you to join one of the best kept secrets within professional circles." and the International Torch Clubs logo. Below the image is a personalized greeting and a list of organization benefits.


To:

Cc:


Bcc:

Subject: **Join Us – Your Professional & Personal Experience Matter**

From: JaneDoe – torchmember@gmail.com



We want you to join one of the best kept secrets within professional circles.



Dear [Name],

Your professional and personal experience matter! The Torch club of [Name] would like to invite you to one of our meetings. Our organization offers many unique aspects that you seldom find in other places.

- 100-Year-Old Organization
- International Members
- Intellectually Inclined People
- Range of Topics, Expertise & Life Experiences
- Fabulous Dinner & Networking

Come to our next meeting at [Venue Name] on [Date] at [Time]. You will be our guest at no-cost with the hope you will join our organization after you experience our club.

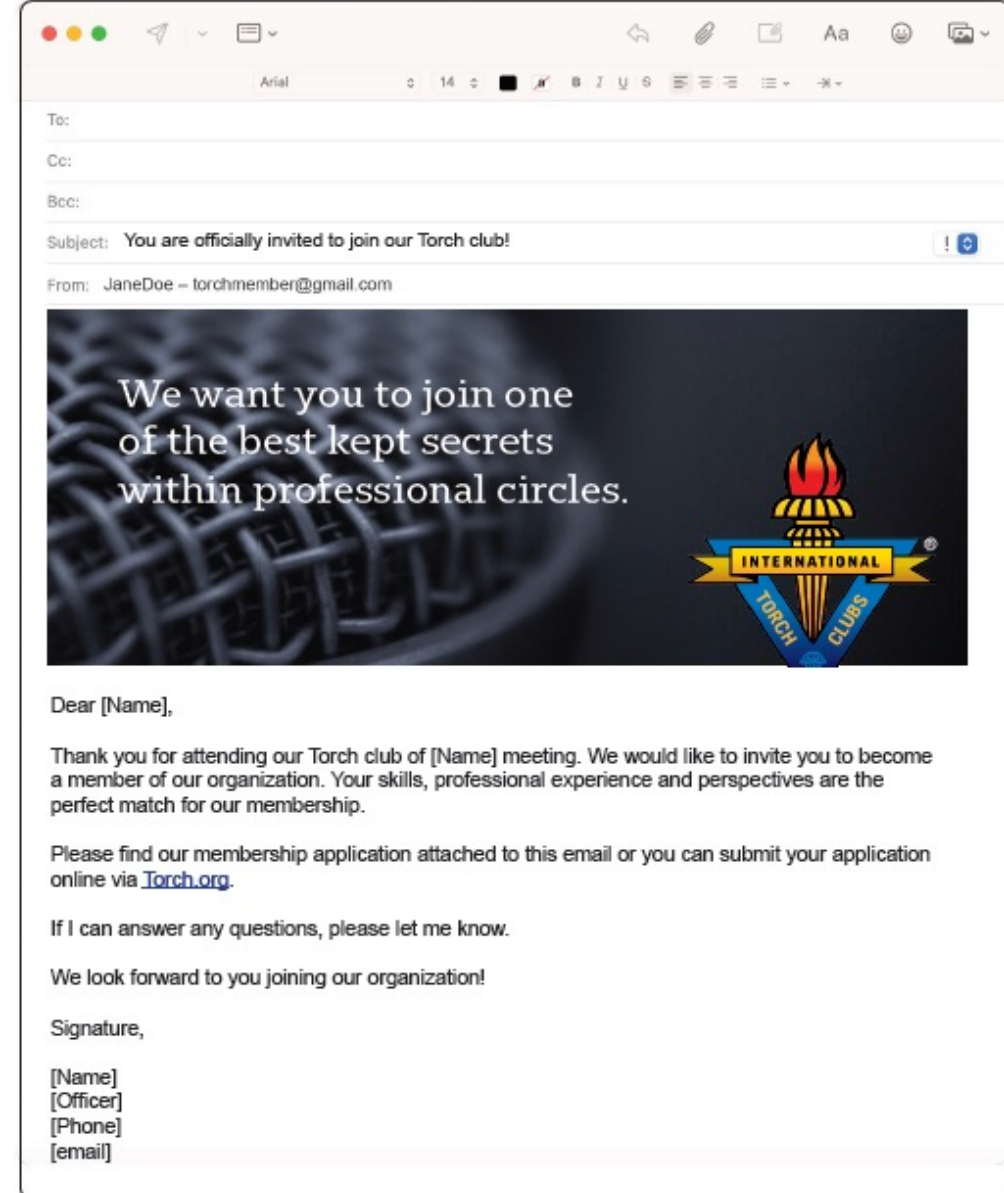
Call [Phone] or email us [email] to RSVP today!

Learn more about us at [Torch.org](#).

You can download the hero image and text to place into a new email from your computer. If you have Gmail or Outlook, download the coordinating template to simply open and send from your account.

# Email

## Follow Up Email Message Example



The screenshot shows an email client interface with a toolbar at the top. The email header includes fields for To, Cc, Bcc, Subject, and From. The subject is "You are officially invited to join our Torch club!" and the sender is "JaneDoe – torchmember@gmail.com". The main content features a large hero image with the text "We want you to join one of the best kept secrets within professional circles." and the International Torch Clubs logo. Below the image is a personalized greeting and a thank-you message.


To:

Cc:


Bcc:

Subject: **You are officially invited to join our Torch club!**

From: JaneDoe – torchmember@gmail.com



We want you to join one of the best kept secrets within professional circles.



Dear [Name],

Thank you for attending our Torch club of [Name] meeting. We would like to invite you to become a member of our organization. Your skills, professional experience and perspectives are the perfect match for our membership.

Please find our membership application attached to this email or you can submit your application online via [Torch.org](#).

If I can answer any questions, please let me know.

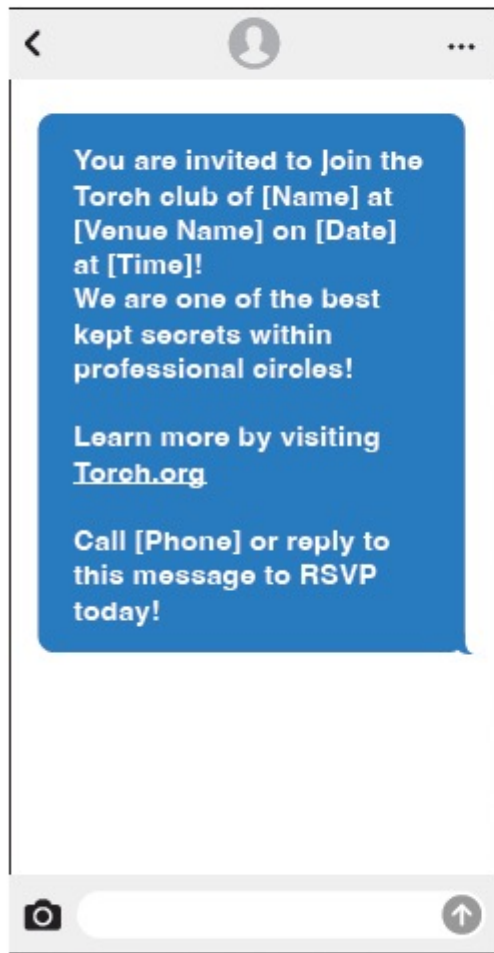
We look forward to you joining our organization!

Signature,

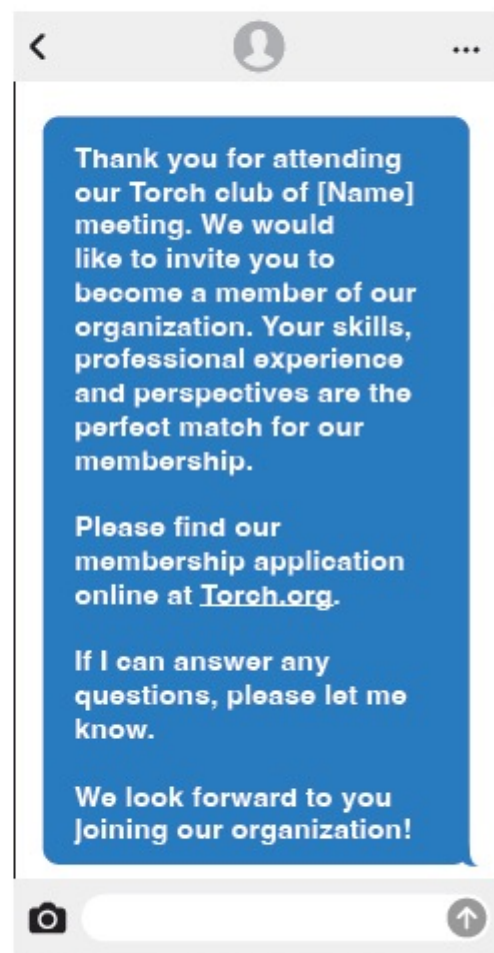
[Name]  
[Officer]  
[Phone]  
[email]

# Text

First Text Message Example



Follow Up Text Message Example



These are text only files that you can download and customize in the areas indicated within brackets. You can then copy/paste into a text message window on your phone.

# Newsprint / Public Relations

Quarter Page Full Color Newspaper Ad

A full-color newspaper advertisement for Torch Clubs. The top half features a dark background with a close-up of a microphone grille. The text reads: "Join one of the best kept secrets within professional circles." Below this is the Torch Clubs logo, which is a stylized torch with the words "INTERNATIONAL TORCH CLUBS" on a banner. The bottom half of the ad is white and contains the following text: "Are you looking to join an intellectually stimulating and innovative organization that expands your network? Our Torch club may be right for you." followed by a bulleted list: "- 100-Year-Old Organization", "- Intellectually Inclined People", "- International Members", "- Range of Topics, Expertise & Life Experiences", "- Fabulous Meal & Networking". Below the list is the text: "Visit [Torch.org](http://Torch.org) or contact us today to learn more!" and a dotted line followed by "YOUR LOCAL CLUB CONTACT INFO."

Quarter Page B&W Newspaper Ad

A black and white newspaper advertisement for Torch Clubs. The top half features a dark background with a close-up of a microphone grille. The text reads: "Join one of the best kept secrets within professional circles." Below this is the Torch Clubs logo, which is a stylized torch with the words "INTERNATIONAL TORCH CLUBS" on a banner. The bottom half of the ad is white and contains the following text: "Are you looking to join an intellectually stimulating and innovative organization that expands your network? Our Torch club may be right for you." followed by a bulleted list: "- 100-Year-Old Organization", "- Intellectually Inclined People", "- International Members", "- Range of Topics, Expertise & Life Experiences", "- Fabulous Meal & Networking". Below the list is the text: "Visit [Torch.org](http://Torch.org) or contact us today to learn more!" and a dotted line followed by "YOUR LOCAL CLUB CONTACT INFO."



## PRESS RELEASE

Contact Information  
Torch Club of [CITY]  
[CONTACT NAME]  
[PHONE NUMBER]  
[eMail]

Release Date:  
[DATE OF EVENT OR WHEN  
YOU WOULD LIKE PRESS COVERAGE]



## [PRESS RELEASE HEADLINE IN ALL CAPS]

[Optional Sub-headline]

[CITY, STATE, Month, Day Date] – Summarize the most important information to share, including the who, what, when, where and why.

Include background and quotes from key person who can reiterate your message.

More information that emphasizes what, when, where and why.

### About Torch:

The International Association of Torch Clubs, Inc. provides a very unique experience offering a place where intellectually inclined people find a community that is seldom found in other places. We are a hundred-year-old, international association and one of the best kept secrets within professional circles.

Meetings consist of a presentation by one of our members or an invited guest. The presentations vary each month and include a broad range of topics as well as a vast range of expertise and life experiences. A brief question and answer session after the presentation is followed by dinner. Dinner continues the exchange of ideas and broadening of social networks with new connections.

Our vast organization has clubs in both the United States and Canada. Learn more at [www.torch.org](http://www.torch.org).

Learn more about [Press Release Message] by contacting us today.

###

Website Hero Image Example



This is a website .JPG file that you can download and then upload to your local website.



**CLICK HERE TO DOWNLOAD:**

**Website Hero Image JPG**

**Password: Torch1924**

<https://www.torch.org/new-membership-growth-expansion-tool-kit.html>

Website Tile Ad Examples

Join Our Organization.

Click Here To Apply



**CLICK HERE TO DOWNLOAD:**

**Website Tile Ad - Join JPG**

**Password: Torch1924**

Learn More  
About The International  
Association of Torch Clubs



**CLICK HERE TO DOWNLOAD:**

**Website Tile Ad - Learn More JPG**

**Password: Torch1924**

Explore Our Upcoming  
Presentation Season



# Social Media

**Social Media presence can greatly assist with your organization's ability to retain and recruit new members.**

Posting regularly on all social media channels is vital to maintaining an on-line presence and alerting potential new members to what's new in your group. The benefit of social media is the display of real-time activity creating interest and people talking about the news you have posted. Posting a variety of content multiple times a week can add to the visual variety and thus can sway a potential new member to fill out a Torch application.



**Facebook** is a social media site most commonly associated with outreach for Torch clubs. An important aspect of Facebook usage for marketing is having a private profile, a club member's personal account, that then can be used to create a business profile for your club.

Your club's Facebook administrator can schedule posts in advance. This helps keep up a flow of activity and helps the administrator plan ahead.

## How to Set Up Your Business Facebook Page:

1. A member will need to create or use their personal Facebook.
2. Click your profile icon in the upper right-hand corner.
3. Click see all profiles/create a profile.
4. Start by adding a title, description, cover photos and a profile picture on the left-hand side (make sure to include where your club meets, who to contact, link to application).
5. Begin posting on your page. Aim for a variety of content — include photos of club members, short-form videos, graphics etc. This will contribute to visual variety and thus will enhance the professional look of your new page.

# Social Media



**Instagram and TikTok** may commonly be overlooked as professional platforms for club outreach. But both Instagram and TikTok offer unique visual ways to increase a potential new member's likelihood of engaging with your club.



TikTok is a platform for short-form videos that can showcase your club's fun events, speakers and papers. This can be helpful in showing the viewer what an average day as a part of your club can look like.

## Key features to be successful when using Social Media:

- **Diverse Content:** Including short videos of events, meetings and even club members talking about their individual experiences can help potential new members see what exactly makes your club special, and in various ways.
- **Consistent Posting:** Making a calendar of what posts are going out and when is vital to ensuring your page viewers have a steady stream of content to see.
- **Adhering to Trends:** Using popular TikTok sounds or templates can help new page viewers connect with your content and enjoy viewing what your club has to offer.
- **Using Hashtags:** Hashtags are great to ensure your page is reaching broader audiences, and can be effectively placed in the caption of your short-form videos.

# SEM / SEO / Pay Per Click

These marketing techniques boost traffic to your existing website. You will need a website to take advantage of these options.

**Search Engine Marketing (SEM)** has low cost opportunities as well as higher cost options. Chrome, Google, Yahoo and Bing are the leaders in search engine marketing.

## Lower Cost Strategies – Optimize Your Site Placement

- Evaluate your website’s back-end infrastructure and content strategy to ensure search engines can easily crawl and categorize. This will help your website rank higher on search pages.
- Increase website visibility by increasing the use of Professional Organization related keywords that search engines can easily identify such as **Professional, Organization, Club, Association, Insider, Ideas, Travel, Exchange, Community Business Ideas, Academic, Portal, Affiliate, International, Experience, Active, Local Events, Unique Skills, Professional Club, Active Retirement, Networking, Club Location & References (eg. Athens, GA, East Bay Area, North Shore), Learning, Monthly Meetings.**
- Use Landing Pages to link to display ads and other website placements.
- Make sure relevant keywords are in all page titles.

## Search Engine Optimization (SEO)

### Higher Cost Options – Build Traffic

- Advertise using keywords or pay per click (PPC) to elevate certain words or phrases to ensure your ads appear with search engine results.
- Explore media placements on search and social pages such as Facebook, Pinterest, Instagram, TikTok and Twitter.
- Research opportunities for placement on websites specific to audiences that Torch wants to capture such as newspapers, local municipalities, retirement, networking and local/community events.
- Implement a social media marketing strategy, such as display ads or content development, which can include stories, tips, videos, testimonials, tweets and blogs articles.
- Utilize geo-targeting for efficient spend.

# Glossary Of Other Terms

## Bleed Marks

The image beyond the final trim that will be cut off after the material has been printed and cut down.

## Digital or Online Marketing

Promotion that connect with potential members using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

## Direct Mail Marketing

The practice of delivering targeted promotional messages directly to potential members on an individual basis, as opposed to mass media. Direct marketing includes direct mail letters/postcards/flyers/ brochures, e-mail, telemarketing and other media channels that are used to reach individuals who are likely to respond to your offer. The results of a direct marketing campaign should be measurable.

## Direct Response

Type of marketing or advertising that allows potential members to respond directly to the club to attend a meeting or fill out an application.

## Display Advertising

A type of digital advertisement that combines text, images, and a URL that links to a website where a viewer can learn more about Torch or connect to information. These ads can be static with an image or animated with multiple images, video, or changing text.

## Hero Image

Website design term used to describe an oversized banner image at the top of a website. It serves as a user’s first glimpse of your company and offering because of its prominent placement towards the top of a web page that usually extends full-width.

## Lead Generation

Process of finding potential members that have a qualified interest in Torch.

## Lettershop

A company that assembles, addresses and mails direct mail pieces or packages.

## Mass Media

Mass media are channels such as television, radio, or newspaper advertising that are targeted at large audiences as opposed to individuals on a mailing list.

## Prospect

A prospect is a potential Torch member who has not yet completed an application.

## Public Relations

Marketing tool of communicating expertly drafted messages using non-paid/ earned media to build mutually beneficial relationships with the public.

## Search Engine

A search engine is an automated system that creates indexes of the Web, and allows Internet users to search those indexes by entering keywords or phrases from interfaces such as Google, Yahoo! Search, or Microsoft Live Search.

## Social Media

Form of digital marketing that uses social media applications/platforms as marketing tools. Social media platforms enable brands to connect with audiences to build awareness, increase responses and drive traffic to a website.

## Traditional Marketing

Any form of marketing that uses offline media to reach an audience. Basic examples of traditional marketing include things like newspaper ads and other print ads, but there are also billboards, mail advertisements, and TV and radio advertisements.

## Tile Ad

A common term for a digital square ad or button.

**SEMINAR  
PART ONE**

***Giving You The Tools To Succeed:***

**2024 Annual Report Highlights**



**Using Club Recruiting Materials**



**New Club Playbook & Resources**

# **INTRODUCING: New Club Kit**

**Everything that a  
New Club Champion  
will need to  
successfully start a  
new Torch Club!**

*Funded by a grant from the  
Centennial Club, a fund within  
The Torch Foundation.*

- **Welcome Letter**
- **New Club Playbook**
- **5 Customizable Posters**
- **25 Membership Applications**
- **10 Contact Information Sheets**
- **Founding Member Certificate**
- **PLUS: Customized New Club Website and Pop-Up Banner**



Join one of the best kept secrets within professional circles.

- Hundred-Year-Old International Organization
- Engaging Atmosphere
- Stimulating Topics

A new Torch club is forming in...

Join Us For An Incredible Experience

THE INTERNATIONAL ASSOCIATION OF TORCH CLUBS, INC.  
**MEMBERSHIP APPLICATION**

MEMBERSHIP TYPE:  Regular  Life  Honorary

MEMBERSHIP CATEGORY:  New Member  Renewal  Transfer

PROFESSIONAL DEVELOPMENT:  Yes  No

Yes! I'd love to learn more about becoming a member of Torch

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Middle Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

THE INTERNATIONAL ASSOCIATION OF TORCH CLUBS, INC.  
**New Club Playbook**

How precious the questing a torch club, strategic training, resolve training, and tips for knowing quality officers and professional members.

**FOUNDING MEMBER**  
THE INTERNATIONAL ASSOCIATION OF TORCH CLUBS, INC.

OUR CLUB PRESENTED TO YOU BY: **Ann Dahl**  
Towson, Maryland

May 4, 2014

**NEW CLUB LAYBOOK & RESOURCES**

TORCH.ORG

THE INTERNATIONAL ASSOCIATION OF TORCH CLUBS, INC.  
MEMBERSHIP AGREEMENT

I, the undersigned, do hereby agree to the terms and conditions of membership in the International Association of Torch Clubs, Inc. as set forth in the bylaws and constitution of the organization.

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_



Photo on the left shows how kit materials will fit inside the box, the posters will be rolled up. Photo on the right shows all contents and the closed box, shipping of the box is via FedEx with the label on top of box on the right hand side.



THE INTERNATIONAL ASSOCIATION OF TORCH CLUBS, INC.

## New Club Playbook

Best practices for launching a Torch club: strategic timelines, innovative marketing, and tools for recruiting quality officers and professional members.



V1 • MARCH 2024

## Thank You, Torch Champion!

**This comprehensive guide has been developed to assist you in your role as the Torch champion club sponsor in your city!**

This resource aims to provide you with a clear understanding of the necessary steps to take, and when to take them, ensuring the recruitment of support and new members for the successful establishment of a new club within a reasonable time frame.

Launching a new Torch club involves substantial effort and time commitment, underscoring the importance of following these steps for both success and efficiency. Our objective is not only for you to achieve success in starting a new club but also for you to find enjoyment as a Torch member for years to come. Timely initiation of a regular club calendar is crucial once interest has been sparked among potential members. Failure to establish a consistent schedule promptly may result in the loss of interested parties.

To facilitate your promotional efforts, a collection of professional marketing materials has been provided. Additionally, an online platform is available for accessing further downloadable resources to support your endeavors.

The IATC team remains ready to assist you throughout your efforts! Should you require additional support, have questions, or need any resources to aid you in achieving the goal of starting a new club, please do not hesitate to reach out.

Thank you for all your efforts now and to come!

The IATC Board of Directors  
and Expansion Team





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## Timeline for Starting a New Club

Given the specific focus on stimulating subjects, continued learning, engaging speakers, and suitable venues, here's a more detailed plan tailored to the unique characteristics of forming a new Torch club:



## Timeline Details

### Phase 1: Planning (Days 1-30)

#### Days 1-5: First Steps

- Clearly define the scope of stimulating subjects (e.g., current events, historical significance, folklore) for discussion.
- Brainstorm a list of potential speakers and members who would reflect the educational and discussion-oriented nature of the club.

#### Days 6-15: Identify Target Audience/Member

- Define the age group and community demographics you aim to serve.
- Develop a plan on how you are going to reach, contact and promote the idea of Torch to strangers to the organization.

#### Days 16-25: Banking Needs

- As Torch is a nonprofit, a bank account will be needed to collect dues and pay expenses.
- Set up a local account that will be managed by the club going forward. In the future, please make sure that there are multiple officers' names associated with the account.
- Obtain a Tax ID number and nonprofit status designation.

#### Days 26-30: Develop a Preliminary Schedule

- Outline a preliminary schedule of events, topics, and potential speakers.
- Establish a budget for venue and other costs.

### Phase 2: Setup Operations (Days 31-60)

#### Days 31-40: Recruit Founding Members

- Identify individuals with a passion for learning and community engagement.
- Seek advisors who can contribute to discussions and provide guidance.
- Pinpoint places where you could host informational events to recruit members. This could even be someone's home with a guest speaker who presents a short topic for a salon discussion.

#### Days 41-50: Establish Systems and Processes

- Set up systems for member registration, communication, and event coordination.
- Develop a process for inviting and confirming speakers.

#### Days 51-60: Build Online Information on Torch.org

- Use the Torch.org website that has been set up for your club to promote informational events and upcoming calendar.



## Timeline Details

### Phase 3: Launch and Engagement (Days 61-90)

#### Days 61-70: Identify Venue

- Establish partnerships with local venues for regular meetings.
- Negotiate favorable terms or seek sponsorships for venue space.
- The cost for the venue and meal plus the International dues of \$65 will determine your total regular membership dues.

#### Days 71-80: Informational Sessions and Recruitment

- Host informational sessions with the target date of the first official Torch meeting.
- Information session must include mention of annual membership fee.
- Use resources as well as sample magazines in the information sessions.
- Actively recruit members who express an interest in continued learning and discussions. Your goal is 20 members or more.

#### Days 81-90: Membership Dues Drive & Benefits

- Determine amount and begin collecting completed applications with membership dues.
- Clearly communicate the benefits of joining, emphasizing the learning and discussion opportunities.

#### Days 91-100: Inaugural Event with Guest Speaker

- Organize an inaugural event featuring an engaging speaker on a stimulating subject.
- Use this event to officially launch the Torch club and generate enthusiasm.



### Phase 4: Program Implementation (Days 91-120)

#### Days 91-110:

- Elect club officers at first meeting.
- Begin regular club meetings with scheduled discussions and invited speakers.
- Rotate topics to cover a diverse range of stimulating subjects.

#### Days 111-120: Feedback and Adjustments

- Collect feedback from members, speakers, and advisors.
- Adjust the program structure and content based on feedback for continuous improvement.
- Remember to foster a welcoming and inclusive environment to encourage active participation and learning.
- Regularly assess and adapt your plan to meet the evolving needs and interests of your Torch club members.

# Timeline Checklist

## Planning (Days 1-30)

### First Steps

- Define the scope of subjects for discussion.
- List potential speakers/members.

### Identify Target Audience

- Define the age group and community demographics you aim to serve.
- Develop a plan to contact and promote Torch to strangers to the organization.

### Banking Needs

- Set up local bank account to collect dues and pay expenses that will be managed by the club going forward. Make sure that there are multiple officers' names associated with the account.
- Obtain Tax ID and nonprofit status designation.

### Develop a Preliminary Schedule

- Outline a preliminary schedule of events, topics, and potential speakers.
- Establish a budget for venue and other costs.

## Setup Operations (Days 31-60)

### Recruit Founding Members

- Identify individuals with a passion for learning and community engagement.
- Seek advisors who can contribute to discussions and provide guidance.
- Pinpoint places where you could host informational events to recruit members.

### Establish Systems and Processes

- Set up systems for member registration, communication, and event coordination.
- Develop a process for inviting and confirming speakers.

### Build Online Information on Torch.org

- Use the Torch.org website new club page to promote informational events and upcoming calendar.

## Launch & Engagement (Days 61-90)

### Identify Venue

- Establish partnerships with local venues for regular meetings.
- Negotiate favorable terms or seek sponsorships for venue space.
- Determine your regular membership dues. *(Annual Dues = Cost of Venue & Meal + International Dues By Membership Tier)*

### Informational Sessions & Recruitment

- Host informational sessions with the target date of the first official Torch meeting.
- Use resources as well as *The Torch* magazines in the information sessions.
- Recruit members who express an interest in continued learning and discussions.

### Membership Dues Drive & Benefits

- Begin collecting completed applications and membership dues.
- Communicate the benefits of joining, with learning and discussion opportunities.

### Inaugural Event with Guest Speaker

- Organize an inaugural event featuring an engaging speaker on a stimulating subject.
- Use this event to officially launch the Torch club and generate enthusiasm.

## Program Implementation (Days 91-120)

### Regular Meetings and Speakers

- Elect club officers at first meeting.
- Begin regular club meetings with scheduled discussions and invited speakers.
- Rotate topics to cover range of subjects.

### Feedback and Adjustments

- Collect feedback from members, speakers, and advisors.
- Adjust the program structure and content for continuous improvement.
- Foster a welcoming environment to encourage participation and learning.
- Regularly assess and adapt your plan to meet the evolving needs and interests of your Torch club members.

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# How to Find Charter Members

You probably already have some friends who would make wonderful members of your Torch club. The list below offers potential places to find new members.

## Personal & Business Connections

- Family Members
- Friends
- Neighbors
- Religious Contacts
- Local Alumni Associations
- Business Associates
- Fraternal Organizations
- Civic Clubs
- Chamber of Commerce
- Arts & Cultural Organizations
- Social Media Connections such as LinkedIn or Facebook

## Educational Institutions

- Local College Leadership
- School Board Members
- Lifelong Learning Programs
- College Professors & Lecturers
- College Boards & Foundations
- PTAs and Volunteer Groups
- Library Directors
- Osher Clubs
- Alumni Associations
- Retired Faculty Associations
- Yearbooks & Directories

## Religious Organizations & Houses of Worship

- Congregants
- Worship Leaders
- Senior & Study Groups
- Boards & Lay Leaders
- Volunteers
- Religious Charitable Organizations

## Local Chapters of

### Professional Organizations

- American Bar Association
- American Medical Association
- American Dental Association
- American Institute of Architects
- American Library Association
- Accountants
- Financial Advisors
- Financial Executives
- Retired Military Officers
- Networking Groups for Professionals
- Fortune 1000 Executives

## Residential Communities

### & Neighborhoods

- HOA's
- 55+ Communities
- Retirement Communities
- Referrals



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## Benefits of Becoming a Torch Member

### Why Join?

We are a highly interactive organization where members participate and discuss stimulating subjects ranging from current events, historical significance, folklore and much more. Our members are professionals with a broad range of experience creating knowledge expansion with diverse viewpoints.

Membership not only includes idea-generating presentations but outstanding atmospheres to freely exchange questions, concepts, views and interaction. Each club chooses its own unique venue, happy hours and lunch or dinner meeting program.

Clubs and members are connected through our International email newsletter *Torch Now*, our magazine, and the annual convention. All presentations are eligible to be published in our award winning and peer reviewed magazine publication, *The Torch*. Conventions are sponsored by local clubs showcasing new areas of the country each year.

Our organization has clubs in both the United States and Canada and is growing in cities everywhere!

Our organization offers many unique aspects that you seldom find in other places.

- 100-Year-Old Organization
- International Members
- Intellectually Inclined People
- Range of Topics, Expertise & Life Experiences
- Fabulous Meal & Networking

Our award winning magazine, *The Torch*, is published in Winter, Spring, and Fall.



## Club Website

Explore your club's dedicated page featured under "Find A Club Near You" on the Torch.org main page. This page will be customized with specific content such as contact information and a calendar of your club's upcoming events. You will collaborate with the Torch management company for updates supporting your efforts.

torch.org/towson-maryland.html

HOME CONVENTION 2024 FIND A CLUB NEAR YOU CENTENRAL CLUB TORCH FOUNDATION CLUB & MEMBER ACCESS

### Join the New Torch club In Towson, Maryland!

Torch is a unique experience offering a place where intellectually inclined people find a community that is seldom found in other places. We are a hundred-year-old, international association and one of the best kept secrets within professional circles. Meetings consist of a presentation by one of our members or an invited guest.

The presentations vary each month and include a broad range of topics as well as a vast range of expertise and life experiences. A brief question and answer session after the presentation is followed by dinner.

Dinner continues the exchange of ideas and broadening of social networks with new connections.

You are invited to join our next meeting. Fill out the form below and we will contact you to join us at our meeting!

\*INDICATES REQUIRED FIELD

YOUR NAME \*

First  Last

ADDRESS \*

Line 1

Line 2

City  State

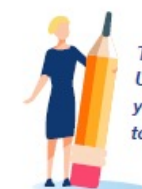
Zip Code  Country

PHONE NUMBER \*

EMAIL \*

submit

International Association of Torch Clubs, Inc. • PO Box 20130, Columbus, OH 43228 • Email: [iaotcnaoffice@gmail.com](mailto:iaotcnaoffice@gmail.com)  
Phone: 314.517.8571



**TAKE NOTE:**  
Use the Torch URL for your city in all outreach to new members.

# Champion Online Resource Center

Exclusively designed for you, the Champion of a new club, this resource center awaits your exploration. Located under "Club & Member Access" on the main website, the New Club Champion Resource Center is your go-to hub for invaluable tools. Password: Torch1924

Unlock the potential of your local informational sessions by downloading engaging presentation templates. Elevate your recruitment efforts with eye-catching marketing materials. Ensure seamless organization with access to the official roster template.

In addition, discover easy-to-click buttons that provide instant access to vital Torch information. Dive into the rich history of Torch, explore the Constitution, Bylaws, and Procedures, and conveniently order new member pins. Your journey as a Champion just got simpler – everything you need is just a click away!

## Explore Valuable Resources Online

**Current IATC Board of Directors & Contact Info:** Discover the complete list of IATC board members, regional directors, and their contact information.

**Torch Club Constitution, By-laws, Policies & Procedures, and Logos:** Access the latest IATC documents and various branding files to stay informed and aligned.

**New Member Application:** Submit an application online or download a 2-page paper form for seamless enrollment.

**Membership Roster Template:** Essential for club secretaries and treasurers, this Excel document maintains members' contact information for various club benefits.

**Member Pins:** Welcome new members with pins and cards, available for purchase online in quantities of ten.

**Toolkit for Recruiting New Members:** A comprehensive guide with step-by-step information and downloadable links for customizable materials to recruit new members.

**The History of Torch (1924-1974):** Delve into the first 50 years of IATC history, written by Thomas Carroll.

**Sample Issue of *The Torch* Magazine:** Explore an online sample of the magazine, published in Winter, Spring, and Fall, to share with potential members.

Discover the wealth of information and enhance your Torch club experience!



# Membership Tiers & Roster Updates

## Accessible Anytime, Crucial Every Time

- Our rosters are accessible 24/7, allowing for club review and updates at any time.
- Utilize our step-by-step tutorial for seamless online updates.
- Keeping your roster up to date is crucial. Members enjoy a monthly eNewsletter, special event communications, invitations, and their edition of *The Torch* magazine.
- Rosters are used to generate your annual invoice for international dues. If someone is on your roster on 12/30, the club is responsible for their IATC membership dues.
- Stay connected and keep your roster current for a vibrant club experience!

## IATC Membership Roster: Privacy and Security

- The IATC membership roster maintains a consistent format across all clubs, conveniently provided in Excel.
- Each regional page houses the most up-to-date club roster, ensuring accuracy and accessibility.
- To prioritize member privacy, each roster is password-protected.
- Access to the roster is limited to club officers and the management team, guaranteeing secure information handling.
- We strongly emphasize the importance of safeguarding your unique pass-code assigned by the management company.
- We advise against sharing this pass-code outside of your club, ideally reserving access solely for club officers.



## Membership Tiers for New Clubs

- 1. Regular Member — \$65.00 Annually:**
  - Granted to professional individuals in good standing (retired or active) in recognized professions.
  - Qualifications include a professional degree from an accredited school or an acceptable equivalent in training and experience, or has pursued work that requires mastery, or use knowledge and skill that exercise of judgment, and assumption of individual responsibility.
  - Interested in Torch activities, willing to contribute to club programs, intellectually alert, socially companionable, financially responsible and behave in a civil manner.
- 2. Household Member — \$32.50 Annually:**
  - Available for households with more than one Torch club member.
  - The first member pays regular dues, and the second member pays fifty percent of regular membership dues.
  - Both members enjoy full benefits of membership.
  - With this membership, the household will receive one magazine. The household member won't receive additional copies.
- 3. Young Professional — \$32.50 Annually:**
  - Membership for individuals up to the age of forty years.
  - Enjoy full benefits until the age limit is reached, then membership may be converted to Regular membership.
  - International dues for Young Professional membership are half of those established for Regular membership.

## Meeting Venue & Meals

To have a successful Torch club meeting a lot depends on choosing the right venue and having good food. Although there are many choices, location and keeping a reasonable budget in mind is one of the most important factors to considering a venue.

### Budget

The annual dues should cover the venue cost, meal expenses, and international dues.

### Floor Plan & Layout

Deciding how your venue will set up the space for member mingling, a sit-down meal and a presentation. How the floor plan is set up will help you decide if a venue is right for Torch. Think about the flow of people through the space and how it would be set up accordingly.

Use these questions to guide you as you plan the layout:



- For pre-meeting, is there a space where members can talk and mingle?
- Is there a cash bar option?
- Will venue have seating for attendees and a podium for the speaker?
- Will all attendees have good visibility and ability to hear the presenter?
- How will the venue accommodate a sit-down meal with the need for tables and chairs?
- Are there long distances to walk between attractions or rooms?
- Is the room spacious enough to accommodate both members and presenters comfortably, ensuring a comfortable seating experience during presentations?

### Accessible Location With Parking

Check whether the location you're considering is easy for members to travel to. Make sure there's enough on-site parking that is safe, secure and a comfortable walking distance from the venue.

### Atmosphere & Acoustics

Keep in mind that Torch is about knowledge sharing so hearing the presenter and each other is critical. Construction of a room greatly affects sound quality. Avoid large open spaces with high ceilings which can cause an echo. Test each venue to find one that offers the best sound quality.

## Meeting Venue & Meals



### Technical Requirements

Keep the technical aspects of the Torch club program in mind when booking a venue.

Things you may need:

- Good quality screen and projector or a flat panel display for the presentation
- Podium
- Wireless microphone or headset
- Wireless remote
- Power cords and HDMI adapters for computer connection to projector
- Complimentary WiFi access and passwords

\* Note that DVI/VGA audio visual adapters are used less frequently now verses an HDMI adapter

### Meals & Catering

Food quality and flavor are very important to the success of the club. People are members to share knowledge as well as enjoy a meal of value. If the food is not good, members may not be retained.

Make sure that you are aware of each venue's fees and review menus. It is also important to be able to serve those with dietary restrictions. This includes those who opt for gluten-free, vegetarian, vegan, dairy-free or other special food.

Questions to ask:

- Are there food and beverage minimums?
- Can you give us sample menus and a quotation?
- Can you accommodate vegetarians or other special dietary requirements?



# EIN & Nonprofit Tax Status

## Employer Identification Number (EIN)

New regulations in the banking sector mandate the use of an Employer Identification Number (EIN) when opening a new checking account. To initiate the banking account for the club, obtaining an EIN is essential. Similar to a social security number, the EIN functions as an identifier for organizations.

To apply for an EIN online, follow this link: <https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>

The application process begins by requesting personal information before inquiring about the club's name. This is to establish authorized contact for the EIN.

### Here's a step-by-step guide:

- Step 1: Apply Online
- Step 2: Begin Application and select "Additional Types" from the list of legal structures, then choose "Social Club."
- Step 3: Enter your name, Social Security Number, and your role as an Officer.
- Step 4: Provide your address and phone number.
- Step 5: Enter the name of your club (e.g., Torch club of Maryland).
- Step 6: Specify this year as the date the club was organized.
- Step 7: Answer the next 5 questions with "No," choose "Other," and select "Organization." Specify "Social or Civic" or "Education and Fellowship" in the blank.
- Step 8: Decide whether you prefer to receive the code online or by letter.

The entire process typically takes around 10 minutes. Once you obtain the EIN, the bank can proceed to set up your checking account.

## Nonprofit Tax Status

Ultimately, establishing a nonprofit tax status serves as a safeguard against revenue taxes for the club. Popular choices encompass 501(c)(3) for charitable entities, 501(c)(4) for social welfare organizations, and 501(c)(7) for pleasure or recreational groups.

For further details and guidance on the application process, refer to the following link: <https://www.irs.gov/charities-non-profits/exempt-organization-types>



**TAKE NOTE:** Please reach out to any member of the expansion team for assistance and guidance on getting EIN set up.

# Meeting Structure & Program Calendar

The structure of Torch meetings can vary, but here is a general outline that you can adapt to fit the specific needs and goals of your Torch club. Torch meetings often follow a formal structure to ensure fellowship and efficiency.

## Suggested Meeting Structure

### Pre-Meeting/Happy Hour:

Informal gathering with a cash bar, fostering camaraderie.

### Opening Remarks:

President welcomes attendees, provides updates, and introduces new members and guests.

### Speaker Presentation:

Engaging presentation on a relevant topic, followed by a Q&A session.

### Meal and Fellowship:

Members and guests share a meal for further discussion, ideation, and member highlights. Fellowship events can be integrated during the meal.

### Closing Remarks:

President summarizes key points and officially closes the meeting.

This adaptable structure ensures a seamless blend of formal

business, knowledge-sharing, and social interaction, creating a dynamic and engaging Torch club meeting.



## Program Calendar

Torch clubs typically meet monthly from October to May. Some clubs may have shorter or longer spans depending on their location's seasonality. Program calendars are typically fully published before the first October meeting. The process of securing great speakers and gaining their commitment is time-consuming, emphasizing the importance of planning well in advance.

### Sample 8 Month Program Calendar:

**October 5:** Morocco: Expectations and Surprises  
*Speaker: Mary Beth Wise, Associate Professor Emerita, OSU Internal Medicine*

**November 2:** Land Grant Contributions to Foreign Policy  
*Speaker: David Hansen, OSU Professor Emerita, International Program in Agriculture*

**December 7:** Holiday Music  
Performance: Grandview High School Chorus

**January 4:** Cemeteries, Genealogy...Gone but not Forgotten  
*Speaker: Kent Bermingham, CPA*

**February 1:** Recent Advances in Medicine Part II  
Focused on selected specific disease treatments  
*Speaker: Gary Hinzman, MD*

**March 7:** Buckeye Tailgate Party  
*Speaker: Trevor Zahara, author of Buckeye Tailgate and Confessions of an OSU Usher*

**April 4:** Walking Each Other Home: Ram Dass, Psychedelics and the Trip of a Lifetime  
*Speakers: Rev. Dr. Susan Warrner Smith, PCUSA clergy (retired) and Ann Wallingford*

**May 2:** How does Psychotherapy Work? Clearing the Way for Success  
*Speaker: Anne Croskey, Psychologist*

## Speaker Profile

These guidelines emphasize the importance of a presentation that is both significant and applicable across various professions, provocative in its thesis, authoritative or scholarly, creative and delivered with a fresh approach, and well-presented in an organized manner. Here's a breakdown of key points to consider when recruiting a speaker and preparing them for a Torch presentation:

### Significance and Applicability:

The presentation should be of significance and applicable to individuals from various professions.

### Provocative Thesis:

The presentation should have a provocative thesis with wide appeal that will capture and hold attention.

### Authority and Scholarship:

The presenter should have a stamp of authority and/or scholarship to lend credibility to the presentation.

### Creativity and Originality:

The presentation should be creative and delivered with a fresh and original approach.

### Well-Organized Delivery:

It should be well-presented in an organized manner that enhances its appeal.

### Brevity and Clarity:

The presentation should offer fresh concepts with brevity and clarity.

### References and Controversy:

It should have ample references to supporting works and should not shy away from controversy.



### Time Management:

The standard time for the presentation is 55 minutes, including time for introduction and questions. Presenters are encouraged to plan their talks for no more than 30 to 40 minutes.

### Stimulating Questions and Discussion:

Talks should aim at stimulating questions and discussions, not merely presenting information.

### Audiovisual Equipment Guidelines:

Careful attention should be paid to audiovisual equipment guidelines, ensuring that necessary equipment is available.

### Visual Elements Consideration:

Visual elements, such as PowerPoint slides, should be appropriate for the setting, with readable fonts and color combinations.

### Engaging Fellowship:

The purpose of Torch is to enjoy fellowship and exchange knowledge and understanding in an environment that invites conversation and exploration.



## Elections of Board Members & Their Primary Roles:

Torch clubs need to elect dedicated leaders who can move the club forward and inspire and motivate others. One of your duties as club champion is to identify potential members with leadership qualities and encourage them to serve on the board.

A new club shall hold an annual meeting for the purpose of electing officers, and forthwith shall report their names, addresses, and other contact information to the President of the Association or her or his designee.

### Primary Elected Roles

#### President: (You, initially)

- Preside over meetings.
- Ensure speakers are booked for the club year.
- Contract venue and menu for meetings.
- Recruit and retain members.

#### Vice President:

- Assist the current president as needed.
- Prepare to take on the role of the next club president.

#### Secretary:

- Keep and regularly update a current list of members for both the club and IATC, and upload it to Torch.org as needed.
- Possess strong Excel skills and the capability to efficiently upload documents online.
- Orchestrate member communications, including newsletters and contact information.

#### Treasurer:

- Collect annual membership dues.
- Handle payments for venue, catering, and annual IATC dues. International dues are invoiced annually in January, and payment is due in February.

This structure should help in efficiently managing the responsibilities and functions of the Torch club. If you need any further details please let us know!



**TAKE NOTE:** Encourage members to serve outside of the primary elected roles, such as membership recruitment chairperson, or new member welcome committee.





# NEW! CHARTER CLUB EXPANSION RESOURCES



Explore the new club Champion's website for a wealth of resources to enhance your local informational sessions.

Download templates for engaging presentations, grab eye-catching marketing materials for recruitment, and access the official roster template for seamless organization.

Let's make your Torch club journey a success!



**SEMINAR  
PART TWO**

***An Interactive Session With Members:***

**Attracting Younger Members**



**Club Recruiting Best Practices**



**Social Media Tips & Tricks**