

“The deepest joy of belonging comes as one learns to cooperate, contribute and help...”

*Dr. Ralph C. Smedley Founder,
Toastmasters International*

Did you know that...

- **Up to 40% of your current members will leave this year?**
- **20 members is the minimum number of members a club should have to function effectively?**
- **After studying more than 200,000 people over a 10-year period, critically acclaimed authors**

Adrian Gostick and Chester Elton confirmed the undeniable correlation between recognition and return on equity?

- **Research shows that Toastmasters members want more people in their clubs?**



Reminding potential members of the immediate benefits will assist you by growing your club and help them by improving their lives, both personally and professionally.

SUCCESS 101

Start Achieving Now!

Plan to Succeed

- Plan your club's year using the Distinguished Club Program/Club Success Plan (Item 1111).

Keep Track of Achievements

- Keep track of your club's goals using the DCP Goals Wall Chart (Item 1111C)
- Keep track of your member's educational achievements using the applicable wall chart. The Wall Chart Set (Item 306) is ideal for this purpose.

Keep Your Club and Its Members Informed

- On a monthly basis, go over the achieved and remaining goals with your club.
- Reward members as goals are achieved.

Follow the steps in this brochure and start enjoying a thriving club with happy members.

To view any of the products mentioned in this brochure, go to www.toastmasters.org/shop.

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Item 1622

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**Shaping Membership
Shaping Meetings
Shaping Lives...**

Building membership is important and challenging. Having a *healthy* membership of at least 20 ensures more ideas, participation, input and better learning for all.

This brochure outlines some ideas and efforts that have proven to help clubs attract and retain members and achieve success.

Implement a Membership Building Program

Conduct a Membership Drive

- **Hold a membership building contest**
Participate in TI's annual contests outlined in the Membership Building Contests flier (Item 1620) or create a contest of your own.
- **Conduct Speechcraft**
This short, seminar-style program is a great way to attract new members. Potential members learn basic speaking and evaluating skills. For more information about Speechcraft, go to www.toastmasters.org/speechcraft.

Recruit from All Available Sources

- Hand out promotional materials at a community organization.
- Give a short talk about Toastmasters at a company's seminar on related subjects.

Publicize Your Club

- Distribute fliers with your club information to local businesses, and display posters in strategic locations.
- Send press releases announcing your club's time and meeting location to local newspapers.

For more ideas, go to www.toastmasters.org/membershipbuilding.

Establish a Guest Program

Provide Useful Materials

- Brochures are perfect for guests. TI's Publicity Pack (Item 1153) contains brochures and more. Great for handing out to potential members.
- A copy of *Toastmaster* magazine and the current catalog allows guests to see what Toastmasters has to offer.



Welcome Guests Warmly

- Provide your guests with a name tag, have them sign the guest book and seat them next to someone friendly and knowledgeable.
- Present them with a ribbon or small memento to make them feel welcome.

Make Sure to Follow Up

- Send follow-up communication with details of membership, benefits, etc.
- Additional follow-up should occur each time the guest visits until they join.

Welcome New Members

Conduct a New Member Induction Ceremony

- Formally induct the member into your club to create a sense of belonging.
- Present them with a welcome ribbon, if you didn't already do so when they were a guest.

Develop a New Member Orientation Program

- Familiarize the member with all the meeting roles and education tracks. *A Toastmaster Wears Many Hats* (Item 1167D) and the *Education Programs Description* (Item 1212) are excellent resources for this.

- Show them a copy of the catalog and direct the member to www.toastmasters.org to ensure they know what Toastmasters has to offer. *The New Member Kit for Clubs* (Item 1162) contains materials to orient and induct five new members.

Implement a Mentor Program

- Assign the new member a mentor to help guide them.
- Train your seasoned members to be mentors using Mentoring (Item 296). *The Club Mentor Program Kit* (Item 1163) provides enough materials to mentor 20 new members.

Increase Member Retention

Evaluate Their Interest

- Find out a member's needs and goals to ensure they reach their objectives. The *Member Interest Survey* (Item 403) is a useful tool to accomplish this.
- Base the focus of your club's educational program on the results of your research.

Analyze Reasons for Missed Meetings

- Are members missing meetings because of the time or location? Consider changing it if the other members agree.
- Maybe the meetings are too long? A shorter program might be more effective.
- Are they not getting to participate as much as desired? Try a rotation method so everyone gets a chance to fulfill all the roles.

Nurture Potential Non-renewals

- Has a member reached their original goal? Suggest a new goal, such as the advanced communication or leadership tracks.
- Are they "burned out" on fulfilling too many meeting roles? Lighten their load as needed.

Important reminder:
Make sure members know they can be working toward earning their CL award just by fulfilling meeting roles and having their performance evaluated.