



Club Leadership Training Session

Achieving Success As Vice President Membership



Objectives of VP-Membership

- ▶ Invite Guests
- ▶ Convert Guests to Members
- ▶ Facilitate Member Participation
- ▶ Develop Members for Retention
- ▶ Support Executive Team Goals for Club



Invite Guests

- ▶ Personal invitation
- ▶ Website/email
- ▶ Membership drives
- ▶ Provide information
- ▶ Work as a team with officers and club members





Convert Guests to Members

- ▶ Warm welcome
- ▶ Information
- ▶ Pre-filled application
- ▶ Trained application support team
- ▶ Ask for and accept membership application





Facilitate Member Participation

- ▶ Acknowledge, appreciate, recognize
- ▶ Orientation for new members
- ▶ Fast start: speeches, manuals
- ▶ Ongoing satisfaction checks






Develop Members for Retention

- ▶ Acknowledge, appreciate, recognize
- ▶ Actively encourage advancement
- ▶ Recruit and support future leaders
- ▶ Ongoing satisfaction checks





Support Executive Team Goals for Club

- ▶ Understand Distinguished Club Program (DCP)
- ▶ Participate in club success planning
- ▶ Own membership goals, celebrate progress
- ▶ Advance all DCP goals with officer team



Practical Tips, Best Practices

- ▶ Prompt communications
 - Email, welcome, kudos, application processing
- ▶ Guest packets
 - Applications, TMI handouts, FAQs, Ice Breaker
- ▶ Name cards, badges, tags
- ▶ Membership “committee”
 - Officers, club members



Resources

- ▶ Toastmasters International website
 - Free guest packet materials



Product Name	Quantity	Member Price
100	100	100
100	100	100
100	100	100
100	100	100

Distinguished Club List

Club Name	Level	Year	Status
100	100	100	100
100	100	100	100
100	100	100	100
100	100	100	100



Resources


- ▶ District 50 website
 - Membership drives, Club Growth Director, open house chair
- ▶ Division and area directors
- ▶ Executive team
 - Officers, club members




Resources

Vice President Membership Resources

Success 101 (Item 1622)	www.toastmasters.org/1622
Membership contest information	www.toastmasters.org/membershipcontests
<i>Distinguished Club Program and Club Success Plan (Item 1111)</i>	www.toastmasters.org/1111
Distinguished Club Program Goals (Item 1111C)	www.toastmasters.org/1111C
Speechcraft information	www.toastmasters.org/speechcraft



Questions



Session Evaluation Link:
<http://bit.ly/tlifedback>
(Facilitator has Session Number)
