

Playshop: Membership Retention

Here are three top reasons why members voluntarily leave their club:

1. Members leave because they never understood or partook in Toastmaster opportunities available in the first place.
2. Experienced members leave because they feel the club no longer meets their needs or fulfils their expectations.
3. Members leave the club because they feel nobody cares if they leave.

Membership Retention Ideas

- Have educational session every 2nd meeting run by advanced members.
- Examine Moments of Truth (educational).
- Introduce new exercises to cover specific aspects: body, voice.
- Learn to properly qualify and interview a prospective member.
- Do not let visitors join until they found out what their goals and objectives are.
- Recheck expectations and understanding after some time.
- Do CC manual review after 6th speech.
- Distribute newsletter to keep members informed. Encourage contributions to the club newsletter or website.
- Email reminder with benefits of the club.
- Distribute copies of good past speeches.
- Keep guests informed.
- Identify when members leave (<6 projects, >6 projects, >10 projects ...).
- Actively involve members in club meetings, assign roles, point out responsibilities.
- Personal interviews to identify needs / conduct member surveys → Follow-up.
- Seek out feedback from all members and listen.
- Take care of variety members' of roles.
- Help to find challenges for advanced members; explore areas that are not as developed
- Awards / Recognition
- Introduce experienced members to new members.
- New speakers' introduction by VP Education or Toastmaster of the Evening.
- Make members and guests feel special.
- Hold a member induction for every new member.
- Carefully choose evaluators. Evaluate cumulatively. Don't forget previous projects.
- Ask questions to find out why they stopped attending the meetings.
- Call members when they were not present for several meetings.
- Encourage people to be involved in the club's roles and offer help.
- Involve new members immediately and keep members involved.
- Give special certificate of thanks to members who renew their membership for the first time.

- Give an incentive such as a free gift to members who renew their membership early.
- Establish and promote a member-mentoring plan, and assign mentors to new members quickly.
- Vary club programming with theme meetings: countries, events, colors, change, books ...
- Encourage manual speeches.
- Keep experienced members active and interested with special tasks or jobs, such as running speech contests, holding training workshops, coordinating speechcraft courses.
- Strive towards club excellence. Offer members value by creating quality meetings.
- Greet members as they come in shows care towards their attendance.
- Take a personal interest in members.
- Acknowledge birthdays, TM achievements and professional achievements.
- Send a thank you note for a job well done.
- Look for opportunities to recognize long-standing members for special contributions to the club.
- Obtain testimonials from long-standing members for publicity purposes.
- Get an evaluation of the club from a past member.
- Offer to help where needed.
- Ask for help from experienced TMs outside the club.
- Give extra responsibilities e. g. organizing an event or special meeting.
- Show appreciation of good speech by forwarding email with congratulations.
- Variety in Programming: theme evening e. g. summer, carnival dress-up; books, current political trend.
- Express that the member has a quality the club needs to have to satisfy our need to be loved.
- Announce new officers with contact information to be reachable (email, snail mail, phone).
- Follow-up on passive members at home in the early evening or weekend.
- Follow-up with more personal phone calls.
- Officers call to introduce themselves to all members not presently attending.
- Have VP Membership and TME do their job: calling people.
- More active mentoring.
- Offer advice with next project (specific help).
- Conduct business insight themes with professionals.
- More time spend on evaluations to improve ROI.
- Get nice girls to join so that the guys join / come more often and vice versa.
- Have fun as club officers and project that during the meetings.
- Invite for dinner table topics ... once per half year.
- Invite to a social event to meet the newest members: cinema, coffee meeting, party, dinner, beach (session atmosphere: fiesta!).
- Happy anniversary greeting based on date joined.
- Vote for best speech and best table topics.

Fun + Education = Growth + Success