

# Attract and Retain Members



**District 59**

**Nelson Emílio, DTM**  
Club Growth Director

March 2017



**March 9th** - Attract and retain members

**March 16th** - How to Charter a Club

**March 23th** - Supporting a Corporate Club



# District Mission

**We build new clubs and support all clubs in achieving excellence.**

**WHY ?**

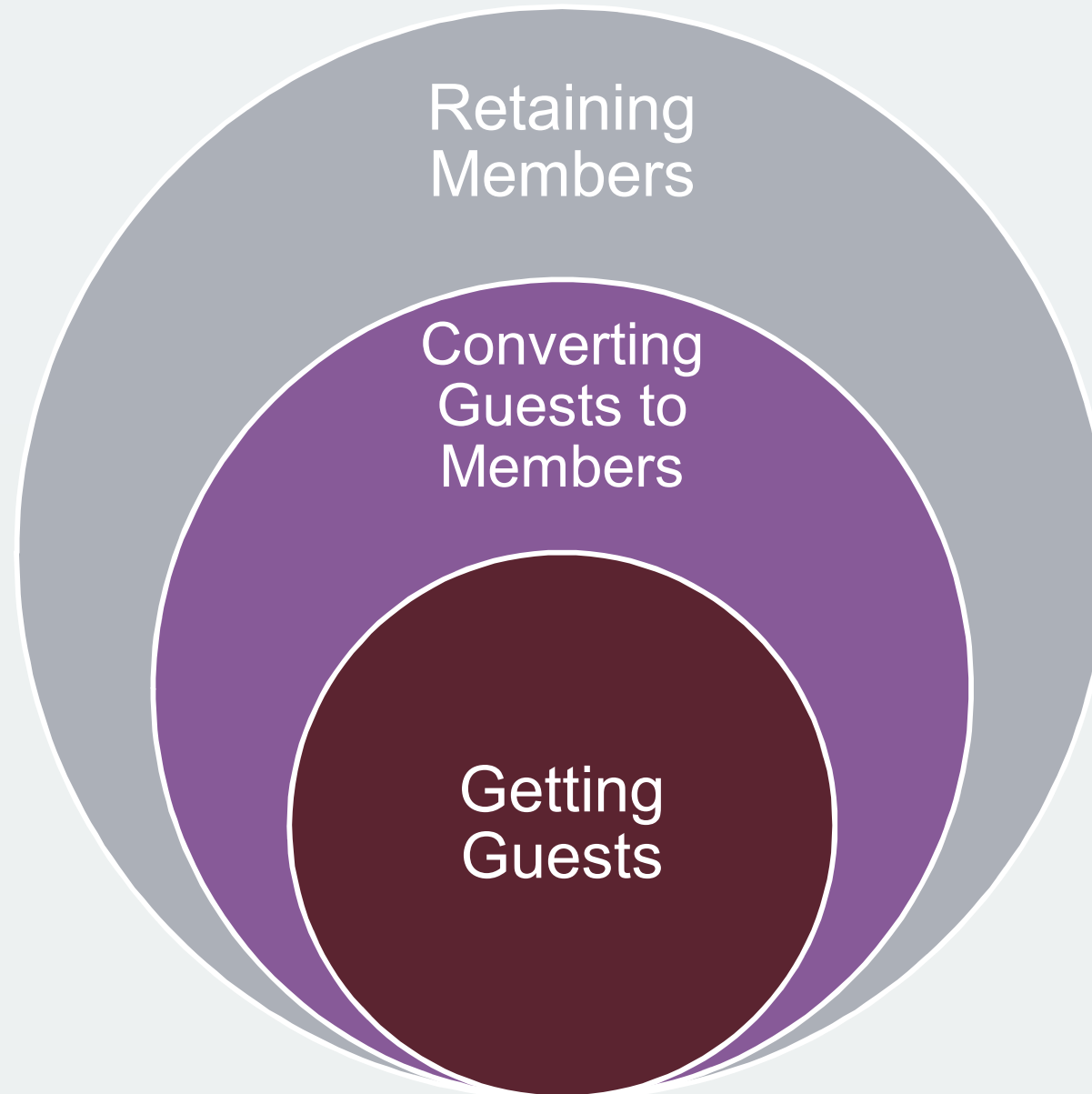


# Why Build Membership?

- ▶ More people to be available to fill meeting and club officer roles
- ▶ No one member is overburdened with responsibilities
- ▶ More enjoyable meetings
- ▶ Learning improvement



# 3 Key Areas





# Getting Guests

**Don't tell, SHOW**

- ▶ **Demo Meeting**
- ▶ **Open House Meeting**
- ▶ **Conduct a Speechcraft**
- ▶ **Give short talks about Toastmasters**
- ▶ **Promote club on local and social media**
- ▶ **Use your Toastmasters pin**

<http://www.toastmasters.org/Shop/Marketing/Brochures>



# Converting Guests to Members

**It's not about you, it's about THEM**

- ▶ **Make guests feel welcome**
- ▶ **Understand why they are there**
- ▶ **Rate your meetings**
- ▶ **Guest package**
- ▶ **Follow up with guests**
- ▶ **Ask them to join**
- ▶ **After joining, agree on an educational plan**



# Retaining Members

## Plan, plan, PLAN

- ▶ **Club officers team commitment**
- ▶ **Individual learning path**
- ▶ **Meeting variety**
- ▶ **Hold special meetings**
- ▶ **Follow up on members – Get them involved**
- ▶ **Continuous mentoring**
- ▶ **Effective evaluations**
- ▶ **Attend to club officers training**
- ▶ **Use Moments of Truth**





# Recognition - Club

- ▶ **Smedley Award**
  - 5 new members during August-September
- ▶ **Talk up Toastmasters**
  - 5 new members during February-March
- ▶ **Beat the Clock**
  - 5 new members during May-June
- ▶ **DCP - Distinguished Club Program**



# Recognition - Member

- ▶ **(CL) manual credit**
  - Project 6 - Organization and Delegation
  - Project 7 - Facilitation
  - Project 8 - Motivation
  - Project 10 - Team Building
  
- ▶ **Annual Membership Program**
  
- ▶ **Acknowledge and reward performers**
  - Publish achievements in newsletter and on club website
  - Publicize achievements at area and district levels
  - Hold recognition ceremonies
  - Present special tokens of recognition



**Q & A**



# Next Webinars

- ▶ **How to charter a club** – March 16<sup>th</sup> – 20h30 CET
- ▶ **Supporting a corporate club** – March 23<sup>th</sup> – 20h30 CET

**Nelson Emilio**

[cgd@district59.org](mailto:cgd@district59.org)