

"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.



- ▶ Research shows that Toastmasters members want more people in their clubs.
- ▶ If for any reason your club membership is dwindling, consider seeking help from the Toastmasters Club Coach Program. For clubs with 12 or fewer members, this program provides a lifeline that can help rebuild membership to its former glory. For more information, visit www.toastmasters.org/clubcoach

Discuss with potential members the immediate benefits they will gain by joining a club. By delivering speeches and taking on club roles, members can gain skills that will improve their lives personally and professionally.

SUCCESS 101

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.



TOASTMASTERS INTERNATIONAL

P.O. Box 9052 • Mission Viejo, CA 92690 • USA
Phone: +1 949-858-8255 • Fax: +1 949-858-1207
www.toastmasters.org

Item 1622

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Achieve Success

Attract and
Retain Members



WHERE LEADERS
ARE MADE

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

This brochure outlines some ideas to help attract and retain members and achieve success.

Implement a Membership-building Program

CONDUCT A MEMBERSHIP DRIVE

- ▶ **Hold a membership-building program**
Participate in Toastmasters' annual programs outlined on the Membership-building page www.toastmasters.org/membershipbuilding 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 community organizations.
- ▶ Give short talks about Toastmasters at company seminars on related subjects.

PUBLICIZE YOUR CLUB

- ▶ Distribute fliers with your club information to local businesses, and display posters in strategic locations.
- ▶ Send news 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. The Guest Packet (Item 387) contains brochures and additional items that are great for handing out to potential members.
- ▶ A copy of the *Toastmaster* magazine 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. Use The Benefits of Toastmasters Membership (Item 354).
- ▶ 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 Promotional Welcome Ribbon (Item 393W), 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 Toastmasters Recognition (Item 1212) are excellent resources for this.
- ▶ The New Member Orientation Kit for Clubs (Item 1162) contains materials to orient and induct five new members.

IMPLEMENT A MENTOR PROGRAM

- ▶ Assign the new member a mentor.
- ▶ 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 via Satisfaction

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.
- ▶ Are meetings too long? A shorter program might be more effective.
- ▶ Are members not given the opportunity to participate as much as they'd like? Try a rotation method so that everyone gets a chance to fulfill all the roles.

NURTURE POTENTIAL NON-RENEWALS

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

IMPORTANT REMINDER:

Make sure members know they can earn their CL award just by fulfilling meeting roles and having their performance evaluated.

Start Achieving Now!

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

KEEP TRACK OF ACHIEVEMENTS

- ▶ Keep track of your club's goals using the Distinguished Club Program Goals (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, review the achieved and remaining goals with your club.
- ▶ Reward members as goals are achieved.