



Vice President Membership

Expectations

As Vice President Membership (VPM), you serve a vital role in **District 99** and **Toastmasters** in providing a richer experience to members by helping them find value in the program. You will promote the club and manage the process of bringing in guests and converting them into members. By initiating contact with guests, helping them feel welcome, and providing them with information they need to join, you help maintain a constant influx of new people into your club. You also attentively monitor membership levels and strategize with the rest of the executive committee about how to overcome membership challenges when they occur.

Responsibilities

During your term you are expected to:

- Initiate contact with guests and help them feel welcome
- Provide hospitality and membership information for guests
- Follow up with guests within 48 hours of visiting through email or phone thanking them and inviting them to the next meeting
- Reply to all communications from prospective members in a timely manner
- Manage the process of converting guests to members
- Monitor membership levels and strategize with the club executive committee to cover membership challenges when they occur
- Conduct membership-building programs
- Promote the club and recruit new members
- Hold yourself and other officers accountable including your attendance as a group of the first and second rounds of the club officer training
- Remain current with the Leader Letter
- Ensure that the following items are addressed in the monthly executive meeting agendas
 - Regular Club Business
 - Club Finances
 - Membership Renewals
 - Officer Reports
 - Gaining new members.
 - Progress in DCP
 - How to improve meetings
 - Mentoring program
 - Are members meeting their education goals, and how to help them.

I have read the above expectations for my role as Vice President Membership and agree to fulfill them to the best of my ability. I understand that if I fail in these responsibilities, it may result in my replacement.

Name & Signature

Date

Club

Area



Vice President Membership

Skills you will learn

- Marketing
- Networking and relationship-building
- Strategic planning
- Critical thinking
- Internal/external communication skills
- Organization and problem-solving
- Positive small group collaboration
- Succession planning
- Compliance with standard procedures