



Working With Low Member and Troubled Clubs



Agenda

- ▶ Low Member and At-risk Clubs
- ▶ Moments of Truth
- ▶ Creating a Club Value Proposition
- ▶ Voice of the Member
- ▶ Simplify the Meeting
- ▶ The Role of the Club Coach
- ▶ The Role of the Area Governor



Low Member and At-Risk Clubs

▶ Low Member Club

Less than 8 members at the last dues period

May be suspended at the next dues period

▶ At-Risk Clubs

8-14 members

Routinely double up on roles

Same members volunteer for roles



Moments of Truth

“As a club, you want every new and prospective member’s initial interaction with the club to be a positive experience. These decisive times when initial impressions are formed are known as Moments of Truth.”



Moments of Truth – The Critical 6

- ▶ First Impressions
- ▶ Membership Orientation
- ▶ Fellowship, Variety, Communication
- ▶ Program Planning and Meeting Organization
- ▶ Membership Strength
- ▶ Achievement Recognition



Moments of Truth – The Process

- ▶ Club members evaluate their impressions and rate the club
- ▶ Ask the question, “How would our guest rate this factor?”
- ▶ Ask club members to be brutally honest
- ▶ Conduct the MOT early each club year
- ▶ Use the results to form an action plan



Creating a Value Proposition

- ▶ Review the Toastmasters Values and the Club Mission Statement
- ▶ Review the Moments of Truth Results
- ▶ Conduct a brainstorm session with the club
 - ▶ The goal: identify unique aspects of the club that should appeal to members
- ▶ Write a value statement that augments the Club Mission



Scenario 1

- ▶ You are a first time visitor. There are 5 club members in attendance.
- ▶ You observe...
 - The Toastmaster inviting you to be a grammarian
 - All members handling 2 and 3 roles
 - The general evaluator spinning around at the lectern and saying he is now the Ah Counter, and then going into the 'normally there is' speech
 - The Toastmaster imploring you to join because the club needs members



Group Discussion – 3 mins

- ▶ Would you join this club?
- ▶ Discuss your reasons why you will or you will not join



What the visitor feels

- ▶ Overwhelmed and perhaps fearful
- ▶ Confused
- ▶ Unamused
- ▶ Not valued



What the visitor sees

- ▶ A complicated process
- ▶ A disorganized unprofessional mess



Right-size the Agenda

Number in attendance	5	6	7	8	9	10	11	12	20
Meeting Role									
Toastmaster	X	X	X	X	X	X	X	X	X
General Evaluator	^	^	^	^	X	X	X	X	X
Table Topics Master	^	^	X	X	X	X	X	X	X
Speaker 1	X	X	X	X	X	X	X	X	X
Speaker 2	-	-	-	-	-	X	X	X	X
Speaker 3	-	-	-	-	-	-	-	-	X
Evaluator 1	X	X	X	X	X	X	X	X	X
Evaluator 2	-	-	-	-		X	X	X	X
Evaluator 3	-	-	-	-	-	-	-	-	X
Timer	X	X	X	X	X	X	X	X	X
Grammarian/Word	-	-	-	-	X	X	X	X	X
Ah Counter	X	X	X	X	X	X	X	X	X
Optional Role 1	-	-	-	-	-	-	-	-	X
Optional Role 2	-	-	-	-	-	-	-	-	X
Total	5	5	6	7	8	10	10	10	14



Focus on Meeting Quality

- ▶ Arrive early and set up
- ▶ Have a right-sized agenda
- ▶ Avoid doubling up on roles
- ▶ Explain all roles, guests or not
- ▶ Schedule one speaker and no optional roles until the club reaches charter strength.
- ▶ As Toastmaster, keep the meeting smooth
 - Do not mention combined roles (GE and TT). A guest does not need to know this!



Scenario 2

- ▶ You are a first time Club visitor. There are 5 club members in attendance. You observe...
 - The Toastmaster is the emcee throughout
 - All members have just one role and seem to be proud and having fun with their performance
 - Roles at the meeting are explained
 - You see a coherent quality club meeting
 - You are invited to join. No mention of club size or needing members.

- ▶ Would you join this club?



The Club Coach

- ▶ Instill enthusiasm, loyalty, and a sense of responsibility for the club's future.
- ▶ Build rapport with club leaders/members
- ▶ Assess the environment, recommend solutions
- ▶ Develop an improvement plan with goals
- ▶ Implement the plan and ensure it is carried out by the officers/members as much as possible
- ▶ Meets a requirement for the AL-S



The Area Director

- ▶ Help clubs find Club Coaches
- ▶ Work with Club Coaches
- ▶ Instill enthusiasm, loyalty, and a sense of responsibility for the club's future.
- ▶ Build rapport with club leaders/members
- ▶ Develop an improvement plan with goals
- ▶ Consider joining the club once they demonstrate a sincere commitment to rebuilding



Review

- ▶ Low Member and At-risk Clubs
- ▶ Moments of Truth
- ▶ Creating a Club Value Proposition
- ▶ Voice of the Member
- ▶ Right-size the meeting agenda
- ▶ The Role of the Club Coach
- ▶ The Role of the Area Director