

### **VP Membership**

Dan McCosh, DTM August 22, 2020



## **Agenda**

- VP Membership Roles
- VP Membership Responsibilities
- Membership Building Strategies

Member Retention Strategies



#### **Official Roles**



- 3rd Ranking Officer
- ▶ Member, Club Executive
- ▶ Member, Area Council
- Club Leader

## **VP Membership Responsibilities**



Member Recruitment Manager

Guest Conversion Specialist

Member Retention Strategist

## Who is Responsible for Recruiting Members?





#### **Membership Recruitment Goal**

## Help the Club achieve DCP Goals 7 and 8:

- ▶ 4 new members and
- 4 more new members





## Club Member Recruitment Strategies

- Guest Treatment
- Membership Contests
- Open Houses
- Speechcraft





#### **Guest Treatment**

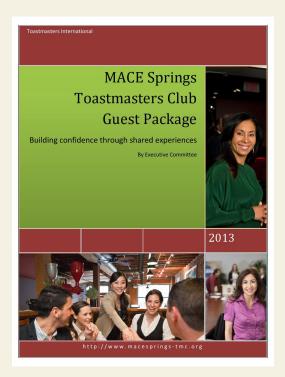
- Welcome guests
- Sit with experienced member
- ▶ Introduce guest
- Ask for comments at the end
- Ask how and why they are there
- Provide guest packages





## **Guest Packages**

- Features, Benefits, Value Chart
- Benefits of a Toastmaster Membership
- TM Brochure
- Outline of Pathways
- Welcome Letter from President
- Guest information Sheet
- Application Form
- Club Fees
- Toastmaster Magazine





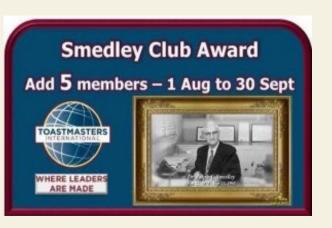
## **Membership Contests**

- Arm Your Members
- Incentivise them





Track them









### **Open House**

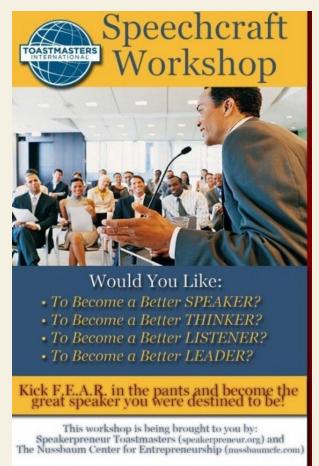
- Meeting Key Note
- Demo Meating
- Information Session
- Contact
  - Former members
  - Former guests
  - Members MIA





## **Speechcraft**

- ▶ 6 to 8 week introduction to TM
- Hopefully convert to members
- Success factors
  - Dedicated experienced toastmasters
  - 4 to 8 participants
  - Quality educationals
  - Mentoring for participants





## **Guest Conversion Specialist**

- Follow-up with Guests
- ▶ From Prospect to Guest
  - To Member
- Submit Applications
- Discuss member needs (VP Ed)
- Vote in new member
- Induct member with fanfare



## **Member Retention Strategist**

- Analyze club climate
- Survey members (Item 403)
- Recognize existing members
- Have them set new goals
- Involve existing members
  - Mentors
  - Executive roles or projects
  - Activities outside the club



# Let's Review VP Membership Responsibilities



Member Recruitment Manager

Guest Conversion Specialist

Member Retention Strategist



#### What's In It For Me?

- Gain skill of working on a team
- Learn to lead people towards an objective
- Appreciate how to manage an entire function
- Gain experience at training
- Hone your selling skills

#### Resources from TI

#### **VP Membership Tutorial**

http://origin-

qps.onstreammedia.com/origin/ToastmastersInternational/eLearning/COT/0 92019/VPM v3 09192019/story html5.html

#### How To Rebuild a Toastmasters Club

http://www.toastmasters.org/HowtoRebuildaToastmastersClub.aspx

#### Membership Growth

http://www.toastmasters.org/1159\_MembershipGrowth

#### From Prospect to Guest

https://www.toastmasters.org/-/media/dcd-items/108-from-prospect-to-guest.ashx

#### Past VP Membership







**Questions**