



VP Membership

Dan McCosh, DTM
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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 Meeting
- ▶ 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

A poster for the "Speechcraft Workshop". At the top left is the Toastmasters International logo. To its right, the title "Speechcraft Workshop" is written in a large, serif font. Below the title is a photograph of a man in a suit speaking at a podium, with an audience of people seated in the background. Below the photo, the text "Would You Like:" is followed by a bulleted list of four questions: "To Become a Better SPEAKER?", "To Become a Better THINKER?", "To Become a Better LISTENER?", and "To Become a Better LEADER?". Below this list, a yellow banner contains the text "Kick F.E.A.R. in the pants and become the great speaker you were destined to be!". At the bottom, in a white box, it says "This workshop is being brought to you by: Speakerpreneur Toastmasters (speakerpreneur.org) and The Nussbaum Center for Entrepreneurship (nussbaumcfe.com)".

Speechcraft Workshop

Would You Like:

- To Become a Better *SPEAKER*?
- To Become a Better *THINKER*?
- To Become a Better *LISTENER*?
- To Become a Better *LEADER*?

Kick F.E.A.R. in the pants and become the great speaker you were destined to be!

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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

[\[qps.onstreammedia.com/origin/ToastmastersInternational/eLearning/COT/092019/VPM_v3_09192019/story_html5.html\]\(http://qps.onstreammedia.com/origin/ToastmastersInternational/eLearning/COT/092019/VPM_v3_09192019/story_html5.html\)](http://origin-</u></p></div><div data-bbox=)

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