HELP YOUR TOASTMASTERS CLUB FLOURISH

When your club is low on numbers, it can be helpful to know what to focus on while you work on rebuilding. Use this guide to help your Toastmasters club flourish and thrive.

Managing club meetings

- ✓ Have members from other clubs visit
- ✓ The bare minimum to run a meeting (Toastmaster, Speaker, Evaluator, Timer, Table Topic master, GE including TT evaluations).
- ✓ Meeting Resources (on the D72 website)
- ✓ Alternative activities if no speakers e.g. watch the International Speech winners, invite local influencers to speak
- ✓ DO NOT cancel meetings

Managing Executive roles

- ✓ Bare minimum officers to run a club - President, Vice President & Secretary
- ✓ Committee roles that can be combined - VPPR & VPM, Secretary & Treasurer
- ✓ Pathways understanding (Educational for club officers and members)
- ✓ Officer Resources (on the D72 website)
- ✓ Making Exec meetings easy – run online, keep meetings short but focused

Attracting new members

- ✓ Venue – (Inviting? Accessible? Signage?)
- ✓ Meeting day/time?
- ✓ Facebook page up to date
- ✓ Info on find a club up to date
- ✓ Add events on event finda
- ✓ Website relevant and up-to-date
- ✓ Use Club Evaluation Tool (on D72 Website)
- ✓ Run Speechcraft as a club and promote and invite guests as part of the meeting
- ✓ Open meetings, run meeting in public venue, at a large business e.g. local Council
- ✓ Members bring a friend
- ✓ Provide a hybrid option

If you need support in helping your club flourish contact your Area/Division Director. Contact information can be found here.
For further resources please see the club excellence cirrculum here.

Retaining new members

- ✓ Mentors – Can mentors be available from other clubs?
- ✓ Assigning informal "buddy" straight away rather than waiting for more formal mentor arrangement
- ✓ Understanding what members want – goals questionnaire (educational, personal or professional goals)
- ✓ Variety in club meeting agendas (guest speaker, Educationals, Poet/Humourist role, food, themes)
- ✓ Opportunities to grow – speaking or leadership skills (within the club/area/division/district)
- ✓ Ask for a club coach
- ✓ Social gatherings to keep the connection
- ✓ Moments of Truth – what do we do well, what can we do better