

# Attracting New Members to Your Club

Club Leadership Training Session



# Attracting New Members to Your Club



## ***THE MISSION OF THE CLUB***

*The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.*

## **TOASTMASTERS INTERNATIONAL®**

P.O. Box 9052 • Mission Viejo, California 92690 USA

949-858-8255 • Fax 949-858-1207

[www.toastmasters.org](http://www.toastmasters.org)

[www.toastmasters.org/members](http://www.toastmasters.org/members)

Printed in USA

Item 1311B

Revised 2010

# Table of Contents

---

<b>Club Leadership Training Session</b> .....	3
Conducting the Session .....	3
In Your Own Words .....	3
Using Visual Aids Effectively .....	3
How to Use the Outline .....	4
Checklist for Training .....	4
Evaluation and Follow-up .....	4
<b>Outline</b> .....	5
Session Objectives .....	5
Introduction: Why Build Membership? .....	5
Membership-building Steps .....	5
Incentives for Members .....	9
Closing .....	10
Evaluation .....	12

# Club Leadership Training Session

The club is the heart of the Toastmasters program. It provides the environment and support members need to develop their communication and leadership skills. Club officers support the club and sustain consistent club quality to keep members satisfied. In order for a club to be successful, club officers must know their roles and responsibilities. That's why this training session is so important: it identifies performance standards and describes how to achieve them.

The cornerstone of a good training session is preparation. A good presenter of a club officer training session is familiar with all of the club officer manuals (Items 1310A-G). These items are available online at [www.toastmasters.org/clubofficerroles](http://www.toastmasters.org/clubofficerroles).

Training does not end with the training session. It is a process that continues throughout an officer's term. Let your trainees know the area governor and district leaders are all available to help if questions arise during their term of office. Provide them with area and division governor contact information for their respective clubs.

## Conducting the Session

Every club officer has a responsibility to maintain and grow their club. This training session explains why it is important to fulfill that responsibility, provides the necessary steps to gain new members, and describes the benefits members receive by joining a club.

This product consists of three parts:

1. Definition and explanation of the session
2. A training outline
3. A PowerPoint presentation to be viewed along with the session

### *In Your Own Words*

*The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material with your own narrative style. This training session may be modified by each district as necessary.*

## Using Visual Aids and Handouts Effectively

Visual aids and handouts add interest and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides for this session as visual aids, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the outline, in the right-hand column, are indications for placement of the PowerPoint slides and distribution of handouts. Each is numbered. Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper. Write on every third or fourth page so succeeding visuals will not show through. Also, make your letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, such as a projector bulb, extension cord, and extra marking pens.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flipchart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. Do not talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, and then resume speaking only when facing your audience again.

## How to Use the Outline

As you prepare for the session, keep two things in mind:

1. Fit your planned discussion into the time allocated.
2. Allow ample time for group discussion and participation.

Mention that trainees can find information on all of the duties of office in their club officer manual. Urge them to use the Web Resources page in the Appendix of their officer manual.

## Checklist for Training

- \_\_\_ Visual aids prepared
- \_\_\_ Room arranged and properly equipped
- \_\_\_ Supplies and reference materials on hand
- \_\_\_ Laptop and projector available
- \_\_\_ Flipchart, easel, and marking pens available
- \_\_\_ Notepads and pencils available for each participant

## Evaluation and Follow-up

Ask the participants to fill out the evaluation form at the end of the session. Use this information in planning future sessions.

Evaluate the use of materials. Be sure to follow up with the club leaders throughout their term. Keep in mind that learning is a continuous process. Hold formal or informal review sessions as frequently as possible. If necessary, hold a make-up session for those who were unable to attend.

# Attracting New Members to Your Club

**Trainer:** Present a brief opening address focusing on the importance of the club experience in the personal development of members. Comments should be positive and highly motivational in nature, emphasizing a commitment to member service in all aspects of the Toastmasters club. Also, mention the length of training, the location of the restrooms, and other pertinent information. Remember, time is precious and must be controlled carefully throughout this session.

## Session Objectives

V#1

The goal of this session is to understand how to help prospective members discover what membership in a club can do for them and turn them into enthusiastic new members.

## Introduction: Why Build Membership?

V#2

- Clubs should be at 20+ members – “charter strength” – to operate optimally.
  - ▶ More people are available to fill meeting and club officer roles
  - ▶ No one member is overburdened with responsibilities
  - ▶ Meetings are more fun because more people are involved
  - ▶ It’s easier for a club to help members meet their educational needs
- Continuous recruitment is needed because of natural attrition.

### **For example:**

*Some individuals may leave because they are moving to another city. Others are satisfied with the progress they have made within the program and feel it’s time to leave. A few may leave due to the busyness of life – children, spouse, a job, etc.*

## Membership-building Steps

V#3

### 1. Find prospective members.

- ▶ People join Toastmasters because they have educational goals they want to meet.
- ▶ Find people who have these goals by asking:
  - Who are they?
  - Where would I find them?

**Trainer:** Generate a group discussion by asking:

- ▶ Who are prospective Toastmasters?
- ▶ Where do you find them?

*Time permitting, share examples from personal experience and record responses on flipchart*

- ▶ Develop a prospect list as part of a membership campaign.
  - Contact everyone on the list and invite them to the meeting.
  - On average, one in three prospects will join; if you need 10 new members, find and contact at least 30 prospects.
  - Word-of-mouth is the best advertising.
  - Members should talk with friends, family, coworkers about how they have benefited by being a Toastmaster.
  - Several manuals are available to assist in finding prospective club members:
    - ▶ *Finding New Members For Your Club* (Item 291)
    - ▶ *Closing the Sale* (Item 292)
    - ▶ *Speechcraft* (Item 205)

V#4

## 2. Make every meeting great.

Club meetings are opportunities to display Toastmasters. Great meetings will make people want to join; poor meetings drive them out. Guests will likely judge the entire Toastmasters program by what they see at one meeting.

- ▶ Determine club quality using *Moments of Truth* (Item 290). A moment of truth is a brief window of time in which critical objectives must be achieved. Critical objectives can be accomplished by asking:
  - How good is my club?
  - Do members look forward to meetings?
  - Are most guests joining the club?
  - How can my club improve?

**For example:**

*When a prospect enters a club's meeting room for the first time. Are they greeted warmly, introduced to members, and made to feel at home? If yes, the club was successful during this particular moment of truth.*

V#5

- How well is the club operated?
  - ▶ First impressions
  - ▶ New member orientation
  - ▶ Program planning and meeting organization
  - ▶ Membership strength
  - ▶ Recognizing accomplishments
- After completion, analyze evaluations, and work on items needing improvement.
- ▶ Other benefits of great meetings
  - Help clubs retain members
  - Enhances the learning environment
  - Generates enthusiasm
- ▶ Understand the objectives
  - Maintain an atmosphere of learning and enjoyment.
  - Make it apparent to prospective members that the club's purpose is to meet their needs.
  - Make it clear that by joining, potential members will be:
    - ▶ Among people interested in their well-being, wanting to help them overcome group speaking fears.
    - ▶ Given an opportunity to practice leadership skills.
    - ▶ Among people who will welcome them as part of a group committed to worthwhile goals.
    - ▶ Part of a learning process to build skills and recognize accomplishments.
    - ▶ Given a chance to grow, reach their potential, and become the kind of person they want and deserve to be.

### 3. Help them decide to join.

V#6

- ▶ Most people's needs and goals are vague, but these will crystallize when you ask direct questions like:
  - "Do you ever give a presentation at work?"
  - "Do you lead groups or conduct meetings?"
  - "Would you do better in your career with stronger leadership and speaking skills?"
- ▶ Listen closely as the prospective member describes his or her goals. Then, tell the prospect specifically how the club will help them meet these goals.

***For example:***

*A prospective member has to give weekly briefings to management, but he gets nervous and has difficulty speaking coherently. A member could respond by saying, "Our group will help you become more confident. You can practice presenting and get friendly, helpful feedback to help you improve and relax."*

- ▶ Provide success stories and ask members to share positive experiences – these can be an influence to persuade prospects to join.

**Trainer:** Ask participants to discuss what they do now to convince prospective members to join and how successful their efforts have been. Discuss methods to improve.

- ▶ Closing the Sale
  - Don't expect a prospect to ask to join – invite them to
    - ▶ Point out how inexpensive a club is compared to seminars.
    - ▶ Review success stories.
    - ▶ Indicate that they will see improvements quickly.
  - Keep plenty of membership applications (Item 400) on hand.
  - Get money and forward with a completed application to World Headquarters immediately; for fastest service, add member to a club's roster at [www.toastmasters.org/members](http://www.toastmasters.org/members).

#### 4. Start them off right.

V#7

- ▶ The club must deliver what has been promised.
  - New members need to begin benefiting right away so they are convinced they made the right decision.
  - Attitudes and behavior patterns form when someone first joins. They need to have immediate benefits, be enthusiastic, stay, and bring in new members.
- ▶ Here's how:
  - Tell them about Toastmasters.
    - ▶ The VPE, or another officer, should conduct an orientation interview to review needs and discuss expectations.
  - Coach them to excellence.
    - ▶ Select a mentor for each new member to provide guidance, support, and assistance for setting and achieving self-development goals.
    - ▶ Use the Mentor Program Kit (Item 1163).
  - Induct them regally.
    - ▶ A meaningful induction ceremony will strengthen a new member's commitment to the club and foster a sense of belonging.
  - Get them involved.
    - ▶ Schedule a new member's Ice Breaker speech and a meeting role quickly.
    - ▶ Assign the club's best evaluators to evaluate new member's speeches and meeting roles.
  - Give positive reinforcement.

- ▶ Resources for building membership:
  - Membership Building Kit (Item 1160)
  - New Member Orientation Kit for Clubs (Item 1162)

## Incentives for Members

V#8

### ■ Organize membership-building contests.

- ▶ Requires work, creativity, planning, motivation, and teamwork.
  - Building membership is ongoing, but concentrated annual and seasonal marketing efforts are also beneficial.
- ▶ Set membership targets.
  - If current club size is less than 20, achieving charter strength should be an immediate goal.
- ▶ Organize a committee or task force.
  - Create a campaign theme, a system for rewards and recognition, and methods for promotion.
  - The committee chair should be the VPM.

### ■ Membership Contests page on the Toastmasters International Web site

HO#1

V#9

***Trainer:** Explain Toastmasters International's programs. More details on Toastmasters International's Web site at [www.toastmasters.org/membershipcontests](http://www.toastmasters.org/membershipcontests).*

### ■ Publicity and recognition

V#10

- ▶ Reach out to prospective members through:
  - Personal contact
  - Speechcraft
  - Advertising
  - News releases
- ▶ Publicize success via:
  - Announcements
  - The club newsletter
  - The club Web site
- ▶ Reward performers:
  - Verbally
  - By giving award plaques
  - By providing certificates
  - By presenting ribbons

### ■ Four steps for membership building

1. Find prospects
2. Make every meeting great
3. Help them decide to join
4. Start them off right

**Trainer:** *There are several ways you can conclude this session:*

*(1) Make a call for action*

*(2) Ask for commitment*

*(3) Tell a story*

*(4) Give an example illustrating the importance of helping people discover Toastmasters, or*

*(5) Use the following quote from Toastmasters International's founder, Dr. Ralph C. Smedley:*

*"Here we are, with tremendous opportunity before us. I challenge you to get to work to bring us up to a higher level of service. Let us share with others the benefits we have gained for ourselves."*

# Annual Membership Contests

(July 1 - June 30)

<p><b>Individual Members Recognition:</b> Toastmasters who sponsor new members receive:</p>	<ul style="list-style-type: none"> <li>▶ 5 members – Membership Building Pin</li> <li>▶ 10 members – Gold Star Pin</li> <li>▶ 15 members – You will qualify to receive a special discount code for 25% off your next product purchase from Toastmasters International.</li> </ul>
<p><b>Club Recognition:</b></p>	
<p><b>Smedley Award</b> (August 1 – September 30)</p>	<p>In honor of the formation of the first Toastmasters club, clubs adding five new, dual, or reinstated members during the months of August and September will receive the Ralph Smedley Award banner ribbon. The club may also select a module from <i>The Better Speaker Series</i>, <i>The Successful Club Series</i>, or <i>The Leadership Excellence Series</i>.</p> <p>In addition to the ribbon, qualifying clubs will also earn a special discount code for 10% off their next club order (discount code expires six month from date of issue).</p>
<p><b>Talk up Toastmasters</b> (February 1 – March 31)</p>	<p>This membership promotion program recognizes clubs that add five members during the months of February and March. The club will receive an attractive ribbon for display on its banner, as well as one module from <i>The Better Speaker Series</i>, <i>The Successful Club Series</i>, or <i>The Leadership Excellence Series</i>. Your district governor will be notified if the club receives this award and may recognize your club at the ensuing district conference.</p> <p>In addition to the ribbon, qualifying clubs will also earn a special discount code for 10% off their next club order (discount code expires six month from date of issue).</p>
<p><b>Beat the Clock</b> (May 1 – June 30)</p>	<p>Clubs adding five new, dual, or reinstated members during the months of May and June will receive an attractive ribbon for display on its banner, as well as one module from <i>The Better Speaker Series</i>, <i>The Successful Club Series</i>, or <i>The Leadership Excellence Series</i>.</p> <p>In addition to the ribbon, qualifying clubs will also earn a special discount code for 10% off their next club order (discount code expires six month from date of issue).</p>

# Evaluation

Date: \_\_\_\_\_ Session Name: \_\_\_\_\_

Facilitator: \_\_\_\_\_

On a scale of one to five, five being the highest rating, please rate the course and facilitator on the following items by circling the number you find most appropriate:

1. How relevant was this session to your job in Toastmasters?	1 2 3 4 5
2. Rate the following:	
Course	1 2 3 4 5
Facilitator	1 2 3 4 5
Activities/exercises	1 2 3 4 5
3. Were the objectives clearly stated?	1 2 3 4 5
4. How was the lesson plan organized?	1 2 3 4 5
5. Did the instructional methods clearly illustrate the instructor's plan?	1 2 3 4 5
6. To what extent did the visual aids add to your understanding of the presentation?	1 2 3 4 5
7. How were the meeting facilities?	1 2 3 4 5

8. What are two things you learned that will make you a more effective club officer?

Additional Comments: