



Club Leadership Training Session

Achieving Success As Vice President of Membership

With Nick Nichols, DTM



Objectives of VP-Membership

- ▶ Invite Guests
- ▶ Convert Guests to Members
- ▶ Facilitate Member Participation
- ▶ Develop Members for Retention
- ▶ Support Executive Team Goals for Club



Invite Guests

- ▶ Personal invitation
- ▶ Website/email
- ▶ Membership drives
- ▶ Open Houses
- ▶ Provide information
- ▶ Work as a team with officers and club members



Convert Guests to Members

- ▶ Warm welcome
- ▶ Assign Meeting Buddy
- ▶ Information
- ▶ Pre-filled application
- ▶ Trained application support team
- ▶ Ask for and accept membership application





Facilitate Member Participation

- ▶ Acknowledge, appreciate, recognize
- ▶ Orientation for new members
- ▶ Fast start: speeches, manuals
- ▶ Ongoing satisfaction checks



Develop Members for Retention

- ▶ Acknowledge, appreciate, recognize
- ▶ Actively encourage advancement
- ▶ Recruit and support future leaders
- ▶ Ongoing satisfaction checks





Support Executive Team Goals for Club

- ▶ Understand Distinguished Club Program (DCP)
- ▶ Participate in club success planning
- ▶ Own membership goals, celebrate progress
- ▶ Advance all DCP goals with officer team



Practical Tips, Best Practices

- ▶ Prompt communications
 - Email, welcome, kudos, application processing
- ▶ Guest packets (“Shock & Awe”)
 - Applications, TMI handouts, FAQs, Ice Breaker
- ▶ Name cards, badges, tags
- ▶ Membership “committee”
 - Officers, club members



Resources

- ▶ Toastmasters International website
 - Free guest packet materials



Item Number	Item Description	Quantity	Unit Price
100	First year dues	100	70
101	Confidence: The Value of Leadership	101	70
102	Public Speaking to District Mission	102	5
103	The Secrets of Toastmasters Membership (set of 20)	103	1



Resources

- ▶ District 50 website
 - Membership drives, club growth director, open house chair
- ▶ Division and area directors
- ▶ Executive team
 - Officers, club members

