

*Build Your Club's
Membership to 20...*

...and Beyond

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Outline

- Background
- What makes a club successful
- How to find new members
- Tips to maintain an energetic club
- Resources for Club members and officers
- Questions/Comments

Background

- Minnesota Life's CEO is a Charter Member of our first club
- In 1998, the clubs split into two:
 - Minnesota Life Toastmasters
 - Mutual Voices Toastmasters

What Makes a Club Successful?

- Corporate sponsorship
- Great group of energetic officers - both new and experienced Toastmasters
- PR - lots of PR
- Survey the members each year
- Competitive members

What Makes a Club Successful?

(cont'd)

- Set goals - and monitor them
- Provide mentors for *every* new member
- Hand-out new member packets
- Conduct Speechcraft once per quarter
 - find new members in most sessions
 - good opportunity for club members

Finding New Members

- Encourage members to bring a guest
- New member campaigns
- Advertise
- Greet your guests

Bring a Guest

- Finding new members is everyone's job
- Write newsletter articles that encourage members to “Talk Up Toastmasters”
- Speak in the elevator
- Tell your co-workers
- Post Toastmaster information in your cube
- Wear your pin

New Member Campaigns

- Encourage members to bring a guest
- Example:
 - Advertise the campaign to the club
 - Then hold the contest for 5-6 weeks
 - For each guest, the member gets a point
 - At the end of the campaign, the most points wins a gift certificate (\$20 at Leann Chins)

Advertise

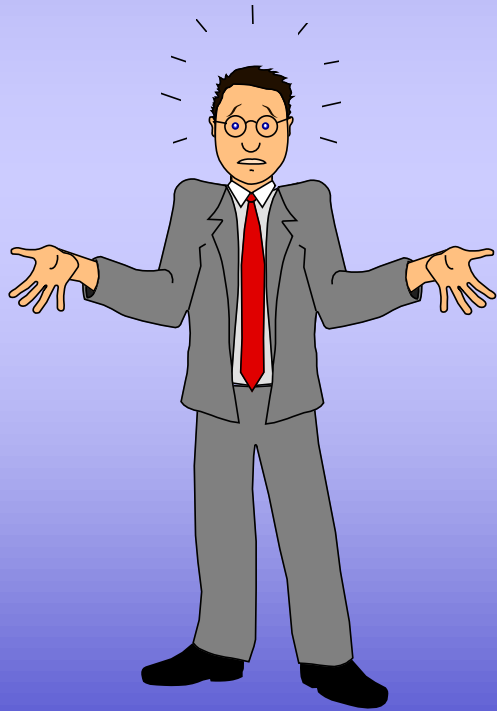
- Buy a Club Banner
- Company web site
- Newsletter
- Poster board
- Word-of-mouth

Greet Your Guests

- Say “Hello”, “Welcome”, “Please come in - have a seat” - **as they walk in the door!**
- VP of Membership should provide a packet of info
- During the meeting, sit with your guest
- After the meeting, ask if they have any questions or comments

Signed Up a New Member...

- Now what?



New Members

- Assign a mentor
- Get the Ice Breaker speech scheduled ASAP (keep an extra CTM manual handy)
- Give them duties such as Wordmaster, Grammarian, Timer, Table Topics Master.
- Leave the tougher duties (evaluators and TMs) to later - but explain why
- Have members explain their duties

Maintain the Energy

- Greet your members - every week
- Recognize accomplishments - both within and outside the club
- Conduct the “Moments of Truth”
- Ask members to present “Better Speaker Series” or “Better Club Series” speeches
- Remind members of an upcoming designation speech

Maintain the Energy (cont'd)

- Talk about what to do after the CTM
 - find opportunities to speak outside the club
 - encourage mentoring
 - hold Speechcraft
 - participate in contests
- Survey the club
 - What works well?
 - What can we change?

And the Survey Says...

- What works at Mutual Voices:
 - fun and camaraderie (#1 answer)
 - all levels of speakers
 - great evaluations
 - table topics
 - support during competitions

And the Survey Says...

- What doesn't work at Mutual Voices:
 - the schedule
 - people who don't show up for duties
 - evaluations (time is too short; inexperienced TM evaluating Advanced manual)
 - not enough time for table topics
 - need evaluation forms and an agenda template
 - not sure what's expected for some duties

Resources

- District Leaders:
 - Judy Southwick - District Governor
 - Steve Lockwood - Lieutenant Governor of Education & Training
 - Mary Swanson - Lieutenant Governor of Marketing
- Division Governor
- Area Governor

Resources (cont'd)

- Website
 - www.toastmasters.org
 - www.d6tm.org
- Cookbook
- Toastmasters magazine
- District newsletter

Questions/Comments

