

Club Membership Building

Toastmasters International

Region 1

District 2

Club Fitness Program

10 Steps to Success

1. To achieve success in life, one must have a plan. For a club to achieve success, it too must have a plan
 - a. *Toastmasters International has provided a **High-level Plan** called the **Distinguished Club Program***
 - i. *Focuses on three areas*
 1. *Member Educational Growth and Accomplishments*
 2. *Member Count Growth*
 3. *Officers Performing their Duties*
2. The first step to building club membership is to perform an **Assessment**
 - a. The *Club Fitness Program Team* has created assessment tools:
 - i. *C.F.A.C.T.S. – **Semi-annual Membership Survey***
 - ii. *C.F.A.C.T.S. – **Semi-annual Officer Survey***
3. The second step to building club membership is to generate a **Detailed Plan** based on the info gathered from the club assessments by the members and officers
4. To keep a club alive it takes just **ONE** dedicated member
 - a. The more dedicated members, the higher the success rate
5. The average lifespan of a Toastmaster, globally, is **1.5 years**
 - a. Why?
 - b. The WIIFM Factor – ***What's In It For Me***
 - c. We need to keep on top of why members leave the club
 - d. We need to improve on this number at the Club and at the District

6. Have an active **Public Relations program**
 - a. Have a club web presence
 - i. Keep it up to date
 - ii. Keep it attractive

7. Have an active **Club Membership Building program**
 - a. Membership Drives with goals and rewards
 - i. Points for bringing guests
 - ii. Extra points for guests that join
 - iii. Points for performing meeting roles
 - b. Don't push Toastmasters, let it sell itself

8. Create a **Guest/New Member Kit** that contains:
 - a. General information on Toastmasters International
 - b. General information on your club
 - c. Description of club meeting roles
 - d. Description of club officer roles
 - e. Copy of latest schedule
 - f. Toastmasters magazine and pamphlets
 - g. New Membership Form 400

9. Conduct **Specialty Meetings and Programs**
 - a. Speechcraft
 - b. Youth Leadership
 - c. Joint Meetings with other clubs
 - d. Educational Meetings
 - e. Showcase Meetings
 - f. Humorous Speech Meetings
 - g. Club Contests
 - h. Debates
 - i. Glucose Meetings

10. Put on a **Great Show** every meeting
 - a. Strive for the perfect meeting – *this is probably not what you think*
 - i. Everyone in attendance is given the opportunity to speak and they do
 - ii. The role holders prepare in advance for their roles
 - iii. We do not expect every speaker and role holder to be perfect