

# ☺☺☺ Member Satisfaction ☺☺☺

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Happy members make happy clubs. Learn ways to make your members happy. ☺

## Creating the Best Club Climate

- Set a Good Example for Others
  - Arrive prepared and on time.
  - Offer to help.
  - Volunteer for committees and offices.
  - Be supportive.
- Roll Out the Welcome Mat to Guests
  - Greet each guest in a friendly fashion.
  - Talk with them.
  - Invite them to join.
- Show Members That We Care
  - Volunteer to serve as a mentor.
  - Pay attention to continuing members.
  - Be considerate.
  - Give excellent evaluations.
  - Recognize achievements.
  - Foster camaraderie.

## Back to the Basics of Membership Retention

- <http://www.toastmasters.org/Members/MembershipBuilding/MembershipRetention.aspx>

## Member Survey

- How do you know if your members are happy? Ask them! A member survey can help you do just that.
- Survey Tools:
  - Low tech to high tech
  - Survey Monkey: <http://www.surveymonkey.com/>
- Survey Questions
  - Is meeting time convenient?
  - Is meeting location convenient?
  - Recognition
  - Progress toward goals
  - Club officers
    - Are club officers responsive and dependable?
    - Do you feel comfortable sharing your concerns with club leaders?
  - Club meeting format

## Moments of Truth

- <http://www.toastmasters.org/Members/MembershipBuilding/Moments-of-Truth.aspx>
- A free Club Quality Standards Evaluation from Toastmasters International that helps clubs to evaluate 6 key focus areas or “Moments of Truth”:
  - First impressions
  - New member orientations
  - Fellowship, variety, and communication
  - Program planning and meeting organization
  - Membership strength
  - Recognizing accomplishments

## District 6 Toastmasters Club Programming Idea Cookbook

- [http://www.d6tm.org/sites/default/files/D6TMCookbook\\_2008.pdf](http://www.d6tm.org/sites/default/files/D6TMCookbook_2008.pdf)
- A cookbook of creative club programming ideas: creative meeting themes, table topics ideas and much, much more.