

Vice President of Membership

Presented by

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Our Main Objective

To Increase Membership.

Strategy #1

To Recruit New Members.

Featured Benefits

What is in it for the Guests?

Strategy #2

To Retain Members.

Featured Benefits

What is in it for You?

Effective Strategies

To Recruit New Members.

To Recruit Members

Typical Scenario

- What Happened When Guest Entered the Room?
- Was the Guest greeted Warmly By at Least a Member/Officer?
- Was the Guest Asked How the Guest Heard About Toastmaster Club?
- Was the Guest Asked What Brought the Guest to the Club?
- Was the Guest Explained the Components of the Meeting?

To Recruit Members

Typical Scenario- Cont.

- Was the Guest Asked if the Guest Enjoyed the Meeting?
- Was the Guest Asked if the Guest Had A Question?
- Was the Guest Asked to Join?

Strategy #2

To Retain Members.

To Retain Members

- Offer Bigger Challenges.
- Invite Them to Be Mentors.
- Invite Them to Be Officers.
- Invite Them to Join An Advance Club, i.e. Speakers' Forum, Heart to Heart, Leadership Club.
- Help Them Visualize Higher Success.
- Have a Well Run Meeting.

Typical Benefits

What is in it for the Guests?

Typical Benefits

What is in it for YOU?

Partial List of Benefits

- Offer Bigger Challenges.
- Invite Them to Be Mentors.
- Invite Them to Be Officers.
- Invite Them to Join An Advance Club, i.e. Speakers' Forum, Heart to Heart, and Leadership Club.
- Help Them Visualize Higher Success.
- Have a Well Run Meeting.

Visualize Your Success.

Every Day, Think of Making A
Difference in Someone's
Life; Yourself and Others.

Good Luck.