

Membership Retention Ideas

We suggest you look review this list of ways to keep your members active in the Toastmasters Educational Program. We hope that these ideas will help your Club retain members, grow and become even stronger.

1. Maintain Regular E-Mail Or Phone Contact, Reminders About Meeting, Meeting Role
2. Put The Member On The Agenda, then Follow The Agenda
3. Recognize Each Member, Reward Achievements
4. Fun Meetings, Theme Meetings Based on Suggestions from Members
5. Find Out The Individual Needs Of The Members
6. Elect New Officers Every Term, Make For Strong Officers By Attending Club Officer Training
7. Have Educational Sessions on a Monthly Basis
8. Have A Strong Mentoring Program
9. Have Guest Speakers and Guest Evaluators Through a Club Speaker/Evaluator Exchange Program
10. Have Joint Meetings
11. Have Social Activities, Keep It Fun
12. Have Lively Meetings with Variety In Meeting Format such as a Backwards Meeting.
13. Allow Time For Everyone To Participate
14. Assign Roles In Advance, Call When Absent
15. If You're a Strong Club, Adopt a Club and Help a Challenged Club. Think Club Coaches!
16. Have A Mix Of Speeches on both Fun and Educational Topics
17. Share The Load. Mentor others to Assume a Greater Leadership Role. It Benefits Everyone!
18. Annual Member Interest Survey, Moments of Truth Module on a Yearly Basis
19. Focus On Supportive Evaluations, with Positive Feedback; However Don't "Whitewash!"
20. Promote All the Communication and Leadership Educational Awards Programs
21. Ensure That All Members Are Active To Their Level Of Comfort, and a Little Beyond.
22. Get Them Involved, Praise Them, Recognize Them for all They Do!
23. Individual Name Tags, Place Cards, Member and Club Officer Tents for the Table
24. Executives Speak To Members Personally/Mentor
25. Recognize Progress on Club Website, Newsletter
26. Make Friendships, Social Yet Learning Atmosphere
27. Encourage Senior Members To Set Good Example
28. Present Toastmaster Pin When The Icebreaker Is Delivered
29. Over The Hump Ceremony When The Sixth Speech Is Given, Give ½ CC Ribbon
30. Include Sponsor in the New Member Induction Ceremony
31. Ask Club Members for New Ideas for Club Meetings and Themes
32. Have Comfortable Friendly Meetings
33. Actively Listen to members, Practice Clear Thinking, Open-mindedness and Consensus Building
34. Ask each Member what they think their Skill Sets and Challenges are, and then build on them!
35. Be Warm, Smile A Lot and Always say Hi!
36. Get To Know Each Member Individually
37. Call a Member by Name. We Love to Hear Our Name
38. Learn To Laugh, Smile, Add Humor Where Appropriate
39. Executives Delegate To Members
40. Have Well-Organized Meetings, Every Meeting an Agenda, Every Speech a Manual Speech
41. Show That You Care. Let members know you care about their goals in Toastmasters
42. Give Members Responsibility, Encourage and Mentor Them to Positions of Greater Responsibility
43. Don't Pressure New Members. Ask Them to Let You Know if They Feel Pressured.
44. Change Of Pace In The Meetings
45. Motivate Your Members With Personal Examples of Your Experiences, Challenges and Achievements in Toastmasters
46. Every Speech A Manual Speech, Always!
47. Make Your Members Feel Important, They Are! Every Member Makes a Difference!

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48. Re-Invite Inactive Members, Tell Them You Miss Them
49. Get Them Working On A Goal
50. Use Them As Mentors
51. Talk Up The Benefits Of Toastmasters
52. Be An Audience
53. Treat Others With Dignity And Respect
54. Encourage Growth
55. Non-Threatening Atmosphere
56. Break Up The Routine, Have A Mystery Night
57. Encourage Members To Get CC, CL ACs, AL, and DTM
58. Get Members To Attend A District Conference
59. Use The Successful Club Series
60. Use The Better Speaker Series
61. Use The Moments Of Truth
62. Plan Ahead Four To Six Weeks With An Advanced Meeting Schedule
63. Have A Backwards Meeting, Evaluations First, Then Speakers, etc...
64. Have A Brainstorming Session If Short A Speaker, or Review Current Progress on the Distinguished Club Program
65. Promote A Positive And Encouraging Environment
66. Annual Award Ceremony Or Recognition Day
67. Have A New Member Orientation Meeting
68. Partner-Up Members For Progress/Mentor
69. Encourage Members To Continue Progress Via Advanced Communication and Leadership Tracks
70. Ask Members For Input and Feedback on All Club Decisions
71. Have Them Write Down Their Goals
72. Incorporate Activities Outside Of Toastmasters
73. Have Refreshments At Every Meeting, Even If Only Nuts, Soft Drinks/Bottled Water
74. Establish Car Pools For Older Members
75. Timely Meetings. Start on Time, End On Time.
76. Send Past Members and Inactive Members The Club Newsletter, and Write a Note "We Miss You!"
77. Celebrate Birthdays, Anniversaries and All Great Life Events
78. Recognize Achievement With Trophies And Ribbons
79. Stay Around for the Meeting After the Meeting! Come Early For the Meeting Before the Meeting!
80. Periodically Do Training Speeches To Reinforce Roles
81. Talk About The Next Meeting And Psyche Them Up
82. Get Well Cards
83. Telephone Tree – Call Each Member Before Each Meeting
84. Do Things As A Team
85. Club Pays Entry Fees And Expenses For Contestants
86. Encourage Members To Enter Speech Contests and Attend Area, Division and District Speech Contests
87. Have A "Terrific Toastmaster" Plaque! Give a Club Outstanding Member Award
88. Design Meetings That Members Want. How? Ask Them!
89. Encourage Commitment. Practice Continuity. Balance of Time and Energy
90. Solve Conflict Promptly, Fairly, and in Private
91. Motivate, Teach and Mentor.
92. Practice Integrity, Dedication to Excellence, Respect For all Individuals and Service to the Member in all that you do.
93. Give Awards For Meeting Attendance, Recognize Attendance at TLI, District Conferences
94. Send Thank-You Notes To Guests, New Members and Anyone Performing a Special Job.
95. Remember That Recognition Equals Motivation!

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