

**“IF YOU BUILD IT,
THEY WILL COME”**

**A Three-Step Method to
Help Your Club**



**Gain and Retain
Membership**

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Introduction

Healthy and solid clubs function in the same manner as the baseball diamond in the movie “Field of Dreams.” The voice commanded the main character by saying “If you build it, they will come.” For our purposes, the “it” is a healthy and solid club that can provide the opportunity for dream fulfillment for the new member.

Since every member arrives at the “field” or club with their individual dream, the club must rise to the challenge of fulfilling that dream. The dream of the individual is realized when they experience “Personal Growth.” “Personal Growth” in a sense, is the product Toastmasters sells. If “Personal Growth” is not realized, members will walk off the field disillusioned by the experience.

The challenge at the club level is how to provide an experience that helps each member find the fulfillment of the desire for “Personal Growth.”

The challenge can be met by keeping two ideas in mind:

The key to **gaining** new club members is to **PRESENT** an environment that ensures the dream will be fulfilled.

The key to **retaining** club members is to **PROVIDE** an environment that ensures the dream will be fulfilled.

The plan you are about to read, called “**If You Build It, They Will Come**” shows a three-step process which will help your club determine if **gaining** or **retaining** membership is the area on which to focus leadership energy. The three-step process is called - *Inventory, Information Assessment, and Implementation.*

1. The *Inventory* stage of the project discusses Individual and Club assets.
2. The *Information Assessment* section outlines why the information is useful to accomplish needs.
3. The *Implementation* section describes both a short-term and long-term action plan to implement the information from the inventory.

The information provided in this project is based upon personal experience while serving as a Toastmaster club president and experience outside of Toastmasters. Remember Healthy and Solid clubs do not happen by accident, healthy clubs are the result of the club leaders, maybe the club itself taking the time to ask itself, “What type of a club do we want to be? Is our club just a meeting or is it an event?”

The asking and addressing the questions will allow the club to move forward together and all the leadership energy and decisions will be creating the environment that promises,-- “If you build it, they will come”.

Step One: Inventory *(Conducted by Club President)*

Inventories fall into two categories - Individual and Club.

INDIVIDUAL

The Individual Inventory begins the moment the member joins the club and experiences the club orientation by the club Vice President of Education. The tools used for Individual Inventory are:

New Member Profile (Item 405)- Item 405 is used to determine the experience and direction the new member would like to go. In short the New member Profile is used to help the club – assist the member in satisfying their personal growth goals.

Member Interest Survey (Item 403)- Item 403 is used at a later date or can be used any time to help assess the club’s effectiveness in satisfying the club member growth goals.

Competent Communicator Evaluation Form- this inventory is completed by the member upon completion of the CC manual. The inventory will help the club President evaluate how the club has helped the member achieve their personal goals.

CLUB

To determine the direction of club building energy, the leaders of the club need to know how the club members feel about the club. This information is vital to determine what the club is doing well and what needs improvement.

The tool used at this point for a Club Inventory is:

Moments of Truth (Item 290)

You will notice the format for the modified Moments of Truth looks different than the original product. This modified format will allow you as the club President to conduct, compile, and present the results to your club in **one** week.

Notice the club categories. Next to each category are the club officer or officers responsible for the activity in that club area. The Club Inventory can be used for **TWO** goals:

One - Determine where the club is “Doing Well” and “Needs Work.”

Two - In the categories where the club is “Doing Well,” take the time to recognize the officers responsible for that area. In the categories where the club “Needs Work,” take the time to encourage the corresponding officers to develop solutions to that challenging area.

Gaining and **Retaining** members is a constant process that may seem cumbersome but the process revealed will energize the club and move it in the desired direction. The power of a group of people all moving to improve the club cannot be underestimated.

Step Two: Information Assessment (Conducted by Club President assisted by the Vice President of Education)

The Information Assessment stage begins when the individual members complete their New Member Profile, Member Interest Survey, Competent Communicator Evaluation Form, or when the club completes the Moments of Truth. Whether it is an Individual or Club Assessment, the goal is the same: Determine if the club is providing what is needed to be a healthy and solid club.

Individual Assessment - The three methods of Individual Inventory - New Member Profile, Member Interest Survey, and Competent Communicator Club Evaluation Form are all question and answer inventories requiring the club President and the Vice President of Education to examine and assess the needs of the individual member. Upon completion of the Individual Inventory the Club VP of Education would have a brief talk with the member to help them plan for the upcoming year of personal goal fulfillment.

Club Assessment - The "Moments of Truth" Inventory will reveal the areas of your club where the club is "Doing Well" or "Needs Work." The inventory is devised so that you can administer the Modified Moments of Truth in 5-7 minutes at your club. The modified design allows for immediate **Recognition and Repair** of the Six Club areas of activity. Next to each club area is the officer role who would be most likely responsible for that area. If the Inventory reveals the area is "Doing Well" then the officer responsible is **Recognized** for good leadership, if the Area reveals it "Needs Work" then the club will be able to provide immediate assistance to the club officer to help **Repair** that area of club activity. The Club Inventory is then collected, the responses compiled, and the results presented to the club. The Club Assessment stage should be completed in **one** week.

Step Three: Implementation

The key to **gaining** new club members is to **PRESENT** an environment that ensures the dream will be fulfilled.

Building Club Membership - Gaining Members (Conducted by Vice President of Membership)

There are two methods to **gain** members: start a new club or add members to an existing club. Starting a new club is a project of its own and is outlined in Toastmasters in the program - "How to Build a Toastmasters Club."

Gaining members in an existing club is accomplished by holding membership drives. Toastmasters International offers club awards and individual awards for this effort. "Implementation" is divided into two action plans.

The first is a set of Short Term Goals that can be activated immediately at the club level. The second is a set of Long Term Goals that will require the Vice President in charge of this area of the club to order and use the product from Toastmasters International.

Building Club Membership - Gaining Members (Conducted by Vice President of Membership)

SHORT TERM ACTION PLAN

1. Set goals for growth
 - a. Add one new member each month
 - b. Create club role of **BAG(er) Bring A Guest** – use 911 Approach
 - c. Use a Guest Book to sign in visitors- Guest book Essentials
 - **Name**
 - **Address**
 - **Phone**
 - **Email**
 - **Date of Visit**
 - d. Determine club guest to member ratio-(How many guests need to attend before they sign up as a member?)
2. Plan a membership building contest
3. Annual membership program
 - a. Recognize individuals who have sponsored 5, 10, 15, or more guests who have joined the club
 - b. Smedley Award - Program of commemorating the founding of Toastmasters on October 22, 1924. Clubs are recognized for adding five new, dual, or reinstated members in the August and September
 - c. Talk Up Toastmasters - Recognizes clubs that add five new, dual, or reinstated members in February and March
 - d. Beat The Clock - Club recognition for adding five new, dual, or reinstated members between May 1 and June 30
(Transfer and Charter members do not qualify for any of the above programs)
4. Greet all guests and encourage them to join your club. Follow-up cards are vital to keeping interest alive in the club.
5. Ensure Application for Membership (Form 400) is completed and submitted to World Headquarters. Conduct an induction ceremony for new members.

LONG TERM ACTION PLAN

Vice President of Membership Essentials

Item: 1310K Use these essential items to make your term as a club Vice President of Membership a success. Package includes:

- When You Are the Vice President of Membership (1310C)
- Membership Cards (Set of 50) (401A)
- Membership Building Kit (1160)
- Success 101 (1622)
- Educational Programs Descriptions (1212)
- Welcome to Toastmasters! DVD (244DVD)
- Applications for Membership (Set of 20) (400)

SHORT TERM ACTION PLAN

Building Club Membership – Gaining Members (Conducted by Vice President of Public Relations)

Public Relations - “Establish and maintain mutual lines of communication, understanding, acceptance, and cooperation between an organization and its public.”

1. Every activity of the club needs announcing: election of officers, important guests, demonstration meetings, speech contests, club member awards etc.
2. Communications Achievement Award – club’s opportunity to recognize someone outside the club for his or her contribution to communications excellence
3. Honorary Club Membership - once a year your club may present an Honorary Membership to a non-member for outstanding contributions to the community

(Consult Article II Sec 5 of the Toastmasters International Constitution for Guidelines pertaining to Honorary Club Memberships)

4. Finding Your Market - getting favorable media coverage is an essential aspect of public relations. Determine who you want to hear your club message - men, women, businessman, doctors, etc.
5. Newsletter and Web Site - information to be included in either should be - club name, meeting time, location, club mission, educational features, recognition of members awards, upcoming Toastmaster events - club and district

LONG TERM ACTION PLAN

Vice President Public Relations Essentials

Item: 1310L Use these essential items to make your term as Vice President of Public Relations a success.

- When You Are the Vice President of Public Relations (1310D)
- Let the World Know! (1140)
- Radio Spot Announcements (1151)
- All About Toastmasters (124)

Building Club Membership - Retaining Club Members (Conducted by Vice President of Education)

The key to **Retaining** club members is to **PROVIDE** an environment that ensures the dream will be fulfilled.

SHORT TERM ACTION PLAN

Vice President of Education

The Vice President of Education is responsible for planning successful club meetings so that each member has the opportunity to achieve his or her educational goals.

1. Know the goals of your club members - ask members to complete New Member Profile Sheet (Item 405), Member Interest Survey (Item 403) and/or, Competent Communicator Evaluation Form
2. Track club members educational achievements - use wall charts or Club Scheduler
3. Conduct orientation of new members
4. Ensure educational programs are being presented at the club level, i.e., Successful Club Series
5. Ensure each new member is assigned a club mentor

LONG TERM ACTION PLAN

Vice President of Education Essentials

Item: 1310J Use these essential items to make your term as a club Vice President of Education a success.

- When You Are the Vice President of Education (1310B)
- The Toastmasters Educational Program (300)
- Educational Program Description (1212)
- Wall Chart Set (306)
- New Member Orientation Kit for Clubs (1162)
- New Member Profile Sheets (Set of 10) (405)

NEW MEMBER PROFILE SHEET
(Item 405)

BIOGRAPHICAL DATA

Name _____ Email _____

Address _____ Ph (H) _____

Occupation and Employer _____ Ph (W) _____

Accomplishments and Interests _____

Personal and Career Goals

Name of Sponsor _____ Name of Coach/Mentor _____

COMMUNICATION AND LEADERSHIP GOALS

What speaking experience have you had?

Is public speaking a requirement of your job or profession?

How would you describe your current skill level as a speaker?

Do you have any specific fears relative to public speaking?

What has happened in your life that has motivated you to join Toastmasters?

Picture yourself as the speaker you wish to become. Describe that speaker.

Do you feel impelled to improve your ability to...

- _____ Persuade and convince others?
- _____ Put ideas across clearly and understandably?
- _____ Improve your self-confidence before a group of people?
- _____ Think quickly and clearly under pressure?
- _____ Become skilled in group leadership?
- _____ Listen effectively and critically?
- _____ Tactfully evaluate someone else's presentations?
- _____ Gracefully accept helpful criticism?
- _____ Other (specify) _____

- _____ Other (specify) _____

(Item 403)
Member Interest Survey

Please take a few minutes to complete the following information about your interest and goals in Toastmasters. Our club Vice President of Education will use this information for effective speech scheduling, and the other officers will use it to better understand each member's desires and goals.

Member's Name: _____

Date: _____

Long-Term Goals ~

List the goals you wish to accomplish **this year** as a Toastmaster:
(i.e. Complete the *Communication and Leadership Program* manual and receive your CTM award)

Short-Term Goals ~

List the goals you wish to accomplish **in the next few months**:
(i.e. to use better eye contact or bigger gestures when you speak)

By June 30, 20____, I am committed to completing the following award(s):

CC

ACB

ACS

ACG

CL

AL

DTM

What suggestions do you have for improving our club?

What do you like about our club?

Your Interests ~

Please indicate your interest in participating in the following activities by checking the appropriate column:

Complete or repeat the Basic CC manual and earn the Competent Communicator (CC) award	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Complete Advanced manuals and earn the Advanced Communicator (AC,B,S,G)-Bronze, Silver or Gold award	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Earn the Competent Leader or Advanced Leader or DTM (<i>circle one</i>)	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Help the Club with public relations and publicity	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Contribute to or edit the Club newsletter or web site	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Learn more about parliamentary procedure	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Improve evaluation skills	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Improve meeting management skills	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Improve listening skills	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Improve management skills	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Visit other Toastmasters Clubs (<i>banner raids, etc.</i>)	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Serve as a mentor for a new member	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Help to increase Club membership	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Participate in Toastmasters activities outside of the club (<i>conferences, trainings, special events</i>)	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Present modules from <i>The Better Speaker Series</i> or <i>The Success/Communication Series</i> .	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Serve as a Club officer - <i>specify office</i> _____	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Lead or help with a Speechcraft program.	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Lead or help with a Youth Leadership program	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Train to judge and/or judge a speech contest (<i>circle one</i>)	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Be a contestant in a speech contest	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Organize a new Toastmasters Club	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest
Serve as a District officer - <i>specify office</i> _____	<input type="checkbox"/> High Interest	<input type="checkbox"/> Some Interest	<input type="checkbox"/> No Interest

Evaluate Your Club

Competent Communicator Evaluation Form

(Please fill out ¹the survey when you have completed your CC)

How well did your club help you achieve your Competent Communicator goal? The following questionnaire is your opportunity to let the club know if it is providing good service to its members? Please take a moment to answer the following questions, and then give the completed questionnaire to your club President.

1. When you attended your first club meeting, were you warmly welcomed by club officers and members? Yes_____ No_____
2. When you joined the club, did the club induct you in a special ceremony? Yes_____ No_____
3. Did the club assign a mentor to help you with your first few speech projects and answer any questions about the educational program? Yes_____ No_____
4. Did the vice president of education ask you what you wanted to learn in Toastmasters when you joined? Yes_____ No_____
5. Immediately after you joined were you assigned a speaking role at the meeting? Yes_____ No_____
6. Did you receive speech evaluations that were positive and helpful? Yes_____ No_____
7. Were your club meetings well-planned?
Usually___ Sometimes___ Never___ Always___
8. Were your club's meetings enjoyable?
Usually___ Sometimes___ Never___ Always___
9. Were you offered the opportunity to serve as a club leader? Yes_____ No_____
10. What would you like your club to change? _____
11. What do you like about your club? _____
12. Do you plan to continue in your club? Yes_____ No_____

Why? _____

¹ "If You Build It, They Will Come"
November 2010
Bryan Sharp, ACG, ALB

MOMENTS OF TRUTH

(Item 290)

Moments of Truth - is an episode when a member comes in contact with any aspect of the Toastmasters experience and forms an impression of a Club's quality and service.

Club Category

Officer(s) Responsible

FIRST IMPRESSIONS-----Sergeant at Arms and Secretary

Doing Needs
Well Work

- Guests are greeted warmly and introduced to officers and members
- Guest book and nametags provided
- Professionally arranged meeting room
- Arrangements meet speakers' needs
- Guests invited to address the Club
- Guests invited to join

YOUR EXPERIENCE/RECOMMENDATION:

NEW MEMBER ORIENTATION-----VP of Education and Membership

Doing Needs
Well Work

- Formal induction, including presentation of pin and Basic Manual
- Assignment of coach/mentor
- Education programs and recognition system discussed
- Learning needs assessed
- Speaking role(s) assigned
- Member involved in all aspects of Club's activities

YOUR EXPERIENCE/RECOMMENDATION:

FELLOWSHIP, VARIETY,

AND COMMUNICATION-----Sergeant at Arms and VP of Public Relations

Doing Needs
Well Work

- Guests greeted warmly and made welcome
- Enjoyable and educational meetings planned
- Regularly scheduled social events
- Members participate in Area, District, and International Events
- Inter-Club events encouraged
- Club newsletter/bulletin issued on regular basis

YOUR EXPERIENCE/RECOMMENDATION:

MOMENTS OF TRUTH

(Item 290)

Moments of Truth - is an episode when a member comes in contact with any aspect of the Toastmasters experience and forms an impression of a Club's quality and service.

Club Category

Officer(s) Responsible

PROGRAM PLANNING AND MEETING ORGANIZATION-----President

Doing Needs

Well Work

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Program and agenda publicized in advance |
| <input type="checkbox"/> | <input type="checkbox"/> | Members know program responsibilities and are prepared to carry out all assignments |
| <input type="checkbox"/> | <input type="checkbox"/> | Speeches given from basic and advanced manuals |
| <input type="checkbox"/> | <input type="checkbox"/> | Meetings begin and end on time |
| <input type="checkbox"/> | <input type="checkbox"/> | Creative table topics |
| <input type="checkbox"/> | <input type="checkbox"/> | Positive and helpful evaluations |

YOUR EXPERIENCE/RECOMMENDATION:

MEMBERSHIP STRENGTH- -----VP of Membership and Public Relations

Doing Needs

Well Work

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Club has 20 or more members |
| <input type="checkbox"/> | <input type="checkbox"/> | Current members retained |
| <input type="checkbox"/> | <input type="checkbox"/> | Promotion of Club in the community or within its organization |
| <input type="checkbox"/> | <input type="checkbox"/> | Club programs varied and exciting |
| <input type="checkbox"/> | <input type="checkbox"/> | Toastmasters sponsoring new members recognized |
| <input type="checkbox"/> | <input type="checkbox"/> | Regular membership building programs |

YOUR EXPERIENCE/RECOMMENDATION:

RECOGNIZING ACCOMPLISHMENTS-----President and VP of Public Relations

Doing Needs

Well Work

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Award applications immediately submitted to World Headquarters |
| <input type="checkbox"/> | <input type="checkbox"/> | Progress Chart displayed and maintained |
| <input type="checkbox"/> | <input type="checkbox"/> | Member achievements formally recognized with ceremony |
| <input type="checkbox"/> | <input type="checkbox"/> | Club, District, and International leaders recognized |
| <input type="checkbox"/> | <input type="checkbox"/> | Club and members achievements publicized |
| <input type="checkbox"/> | <input type="checkbox"/> | DCP used for planning and recognition |

YOUR EXPERIENCE/RECOMMENDATION

<u>Moments of Truth</u>	<u>Sample</u>	<u>Analysis</u>	<u>of</u>	<u>Club</u>	<u>Inventory</u>
		2010-2011			
		Base	Members	Net Gain	Percent
		Members	to Date	of Five	Participation
		15	15	20	46.67%
Respondents	7				

<u>MOMENTS OF TRUTH</u>	<u>Officer(s) Responsible</u>	<u>Member</u>	<u>Responses</u>
FIRST IMPRESSIONS	Sergeant at Arms <u>Secretary</u>	DOING WELL	NEEDS WORK
Guests are greeted warmly and introduced to officers and members		6	1
Guest book and name tags provided		5	2
Professionally arranged meeting room		7	0
Arrangements meet speakers' needs		7	0
Guest invited to address the Club		6	1
Guests invited to join		5	2
		<hr/> 36	<hr/> 6

YOUR EXPERIENCE/RECOMMENDATION:

*Club makes new members feel welcome
We are not consistent with name tags*

<u>NEW MEMBER ORIENTATION</u>	<u>VP of Membership</u> <u>VP of Education</u>	<u>DOING WELL</u>	<u>NEEDS WORK</u>
Formal induction, including presentation of pin and Basic Manual		1	6
Assignment of coach/mentor		5	2
Education programs and recognition system discussed		3	4
Learning needs assessed		3	4
Speaking role(s) assigned		7	0
Member involved in all aspects of Club's activities		7	0
		<hr/> 26	<hr/> 16

YOUR EXPERIENCE/RECOMMENDATION:

New members are unceremoniously given new manuals

<u>FELLOWSHIP, VARIETY, AND COMMUNICATION</u>	<u>Sergeant at Arms</u> <u>VP of Public Relations</u>	<u>DOING WELL</u>	<u>NEEDS WORK</u>
Guests greeted warmly and made welcome		7	0
Enjoyable and educational meetings planned		7	0
Regularly scheduled social events		6	1
Members participate in Area, District, and International Events		3	4
Inter-Club events encouraged		4	3
Club newsletter/bulletin issued on regular basis		1	6
		<hr/> 28	<hr/> 14

YOUR EXPERIENCE/RECOMMENDATION:

*Club could do more "team building" social activities
or ways to get to know each other out of the
regular context of Toastmasters*

MOMENTS OF TRUTH**Officer(s) Responsible****Member****Responses****PROGRAM PLANNING
AND MEETING ORGANIZATION****President**DOING
WELLNEEDS
WORK

Program and agenda publicized in advance

4

3

Members know program responsibilities and are prepared to carry out all assignments

7

0

Speeches given from basic and advanced manuals

7

0

Meetings begin and end on time

7

0

Creative table topics

7

0

Positive and helpful evaluations

7

0

39

3**YOUR EXPERIENCE/RECOMMENDATION:***We discuss duties and assignments before the meetings but typically only the TM knows the agenda in advance***MEMBERSHIP
STRENGTH****VP of Membership
Public Relations**DOING
WELLNEEDS
WORK

Club has 20 or more members

0

7

Current members retained

2

5

Promotion of Club in the community or within its organization

2

5

Club programs varied and exciting

5

2

Toastmasters sponsoring new members recognized

1

6

Regular membership building programs

0

7

10

32**YOUR EXPERIENCE/RECOMMENDATION:***We could work on membership and highlighting our accomplishments in the community***RECOGNIZING
ACCOMPLISHMENTS****President
VP Public Relations**DOING
WELLNEEDS
WORK

Award applications immediately submitted to World Headquarters

6

1

Progress Chart displayed and maintained

0

7

Member achievements formally recognized with ceremony

1

6

Club, District, and International leaders recognized

2

5

Club and members achievements publicized

2

5

DCP used for planning and recognition

2

5

13

29**YOUR EXPERIENCE/RECOMMENDATION:***I don't know much about very many of these things, which is sad because this is my job.**We need to get enthusiastic about BAGGING*