



Club Leadership Training Session

# **Attracting New Members To Your Club**



# Session Objectives

Help prospective members discover what membership in a club can do for them and turn them into enthusiastic new members.



# Why Build Membership?

- ▶ Clubs should be at 20+ members – “charter strength” – to operate optimally.
  - Allows more people to be available to fill meeting and club officer roles
  - No one member is overburdened with responsibilities
  - Meetings are more fun, because more people are involved
  - It’s easier for a club to help members meet their educational needs
- ▶ Natural attrition



# Membership-building Steps

## Step 1: Find Prospective Members.

Prospecting is the process of finding people in need. Do so, by asking:

- ▶ Who are they?
- ▶ Where would I find them?



# Membership-building Steps

## Step 1: Find Prospective Members.

Develop a prospect list as part of a membership campaign.

- ▶ Contact everyone on the list and invite them to join the meeting.
- ▶ On average, 1 in 3 prospects will join.
- ▶ Word-of-mouth is the best advertising.
- ▶ Members should talk with friends, family and co-workers.
- ▶ There are resources to help.



# Membership-building Steps

## Step 2: Make Every Meeting Great.

- ▶ Determine club quality.
- ▶ Other benefits of great meetings.
- ▶ Understand the objectives.



# Membership-building Steps

## Step 3: Help Them Decide to Join.

- ▶ Ask direct questions.
- ▶ Listen effectively.
- ▶ Provide success stories.
- ▶ Close the sale.



# Membership-building Steps

## Step 4: Start Them Off Right.

- ▶ Deliver what has been promised.
- ▶ The how:
  - Tell them about Toastmasters.
  - Coach them to excellence.
  - Induct them regally.
  - Get them involved.
  - Give positive reinforcement.
- ▶ Use the resources.





# Incentives for Members

## Organize Membership Building Contest

- ▶ Requires work, creativity, planning, motivation and teamwork.
- ▶ Set membership targets.
- ▶ Organize a committee or taskforce.



# Incentives for Members

## Membership Contests

### Membership Building Contests

**Recognize membership-builders for their performance.**

"The deepest joy of belonging comes as one learns to cooperate, contribute and help . . ."  
— *Dr. Ralph C. Smedley Founder, Toastmasters International*

Congratulations to the 840 clubs that participated in and were awarded for their efforts during the 2010 Talk Up Toastmasters! contest. Was your club one of them?

During the 2008-2009 program year, 1,106 clubs were awarded for their achievements during the Beat the Clock challenge and 674 clubs were awarded for their accomplishments during the 2009-2010 Smedley Award membership building contest.

Most members of Toastmasters joined a club because someone invited them to a meeting. Below you will find helpful information regarding Toastmasters membership building contests as well as the results from previous contests. These reports reveal the individuals and clubs who have taken the initiative to give others the same opportunity to learn and grow that someone else once offered to them.

Districts can use these reports to recognize clubs and individuals for their contributions to membership growth. The reports are in district order so, depending on your district number, you may need to scroll through the report to find your district's information.





# Incentives for Members

## Publicity and Recognition

- ▶ Reach out to prospective members.
- ▶ Publicize success.
- ▶ Reward performers.



# Closing

Four steps for membership building

1. Find prospects.
2. Make every meeting great.
3. Help them decide to join.
4. Start them off right.