

Tips to Build and Retain Membership

Here are simple ideas to build and retain members at your community or corporate club.

Membership Building

Community Clubs

- Special events, open houses
- Membership drives
- Guest speakers
- Themed meetings
- Social media exposure
 - Club website
 - Club Facebook page
 - Club meetup account
 - Post videos on social media
- Have and distribute club newsletter
- Distribute Toastmasters magazine with club information label in public places
 - Medical offices, dentist offices, libraries, city hall, chamber of commerce
- Post fliers in public spaces
 - Coffee shops
 - Grocery stores
 - Pet stores
 - Libraries
- Pass out fliers and/or club business cards
 - Farmers markets
 - Community events
- Have a booth at community events
 - Consider partnering with other clubs to reduce cost
- PSA in local newspapers
 - When club holds special event (open house, speech contest, etc.)
- Advertisement in local newspapers
 - Consider partnering with other clubs to reduce cost

- Incentives for members to bring a guest
- Assign members to greet guests and introduce them to other members
- Ensure an experienced member sits next to each guest
- Provide guests with a guest packet
- Ensure guests sign the guest book for follow-up
- Invite guests to join
- Have a PR committee responsible for following up with guests
- Reach out to former members, talk up Pathways, invite them to rejoin
- Run a Speechcraft program
- Run a Youth Leadership program – parents are potential new club members
- Club banner prominently displayed outside of meeting room
- Signs posted on meeting day – visitors welcome!
- Make every meeting a fun, quality meeting
 - Well organized
 - Begin, end on time
 - All roles filled
 - Agendas printed and available
 - Recognize guests
 - Members give speeches
 - Quality speech evaluations
 - Fun Table Topics
- Utilize resources available on Toastmasters.org and D57tm.org
- Ask for ideas and support from your Area Director
- Visit other clubs, network and share ideas
- Club members are educated on Pathways

For corporate clubs

- work with HR to add information about club to new employee orientation material
- Request to speak at new employee orientation meeting
- Partner with other employee groups to hold social event or speak at another group's event
- Post fliers in public spaces at work
- Post flier at your workspace
- Invite colleagues to meetings
- Have club information in employee e-newsletter
- Work with HR to develop a video for new employee orientation

Member Retention

- Club officers are trained every 6 months
- Club officers identify and mentor their replacements
- Executive committee meets monthly
- Club has Success Plan
 - It is shared with members
 - Members are asked to contribute to Success Plan and held accountable
- Moments of Truth exercise completed annually
- Active mentorship of new members
- Club officers are educated on Pathways
- Club officers are actively using Pathways
- Club President and VPE attend Area Council meetings
- Club officers attend Toastmasters events and encourage members to attend them
- Club holds speech contests
- Special events scheduled periodically
 - Open House
 - Pot Luck meetings
 - Themed meetings (around holidays)
 - Outside speakers from other clubs
- Educational presentations given periodically as part of Success Plan
 - Successful Club series

- Better Speaker series
- Meetings are well run and interesting
- Member achievements are recognized
 - Ribbons, pins
 - Verbal recognition
 - Pathways Badges
 - Celebrations of achievements
 - Completion of Ice Breaker
 - Completion of a speech manual or Pathways Level
- Have members commit to their personal and the club's Success Plan
 - What will they accomplish and when
 - Bring xx guests to meetings
 - Complete Pathways Level
 - Complete next milestone in traditional program
 - Give an educational presentation to club
 - Mentor a new member
 - Serve on or chair a club committee
 - Serve as club's newsletter editor
 - Serve as club's website coordinator
- Visit other clubs, network and share ideas