

MEMBERSHIP RETENTION THROUGH MENTORSHIP

DISTRICT 57
TOASTMASTER LEADERSHIP INSTITUTE
JANUARY 2017





YOUR CLUB NEEDS HEROES



F.L.O.A.T.

FUN

LEARNING

OBJECTIVE

ACHIEVEMENT

TRAINING



FUN



FUN

FUN – Most clubs that sustain membership growth consistently have fun. They have fun by including a _____ or joke master to open the meeting, just to start of some humor.

Also planning specialty meetings such as all hats, the debate, holiday parties, celebrating birthdays, and _____, any event that promotes _____ and _____.

FUN

FUN – Most clubs that sustain membership growth consistently have fun by including a **moment of levity** or joke master to open the meeting, just to start off with some humor.

Also planning specialty meetings such as all hats, the debate, holiday parties, celebrating birthdays, and **the club anniversary**, any event that promotes **warmth** and **connection**.

LEARNING

LEARNING – The mission of every club should make learning at its focal point. Toastmasters' is a non-profit educational organization. _____ and _____ learning comes from being attentive at each meeting. The evaluation and table topic sections can be platforms for learning.

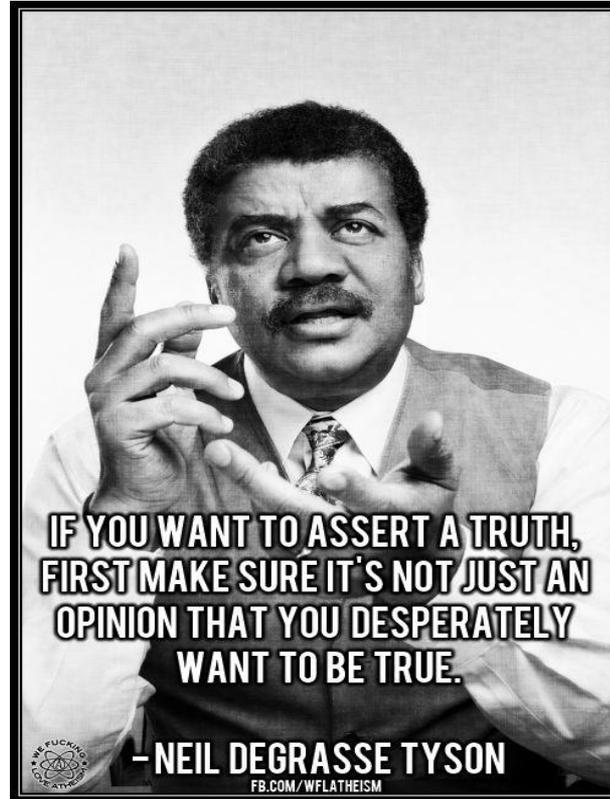
As a fun alternative, the general evaluator can lead the session like a _____.

LEARNING

LEARNING – The mission of every club should make learning at its focal point. Toastmasters' is a non-profit educational organization. **Formal** and **incidental** learning comes from being attentive at each meeting. The evaluation and table topic sections can be platforms for learning.

As a fun alternative, the general evaluator can lead the session like a **news anchor**.

OBJECTIVE



OBJECTIVE

In other words....



- Objective=Fact
- Subjective=Opinion



OBJECTIVE

OBJECTIVE – Just each Toastmaster speech has a stated objective, the speech evaluator should focus on the skill emphasized in the manual.

A speech evaluator adds _____ by admitting their own preferences while giving the speaker credit for moving them out of their comfort zone as a _____.

OBJECTIVE

OBJECTIVE – Just each Toastmaster speech has a stated objective, the speech evaluator should focus on the skill emphasized in the manual.

A speech evaluator adds **credibility** by admitting their own preferences while giving the speaker credit for moving them out of their comfort zone as a **listener**.

ACHIEVEMENT

**NEVER MISTAKE ACTIVITY
FOR ACHIEVEMENT**

John Wooden



ACHIEVEMENT

**THE ROOTS OF TRUE ACHIEVEMENT
LIE IN THE WILL TO BECOME
THE BEST THAT YOU CAN BECOME.**



- Harold Taylor

ACHIEVEMENT

ACHIEVEMENT - The Distinguished Club Plan is a reliable guidepost to club success. Preparing a _____ by each new set of officers is a key to success.

Use the _____ of _____ survey periodically. It can provide both the input and _____ necessary to keep the club not just afloat, but vibrant.

ACHIEVEMENT

ACHIEVEMENT - The Distinguished Club Plan is a reliable guidepost to club success. Preparing a **Success Plan** by each new set of officers is a key to success.

Use the **Moments of Truth** survey periodically as a club activity. It can provide both the input and **feedback** necessary to keep the club not just afloat, but vibrant.

TRAINING



TRAINING



TRAINING

TRAINING – District sponsored training at _____
_____ an outstanding opportunity to
learn new ideas from other clubs. Also can become a
_____ for consistently strong clubs to share their
approach to success. Even so, the outgoing officer team
should hold at least one _____ meeting before the
new officers take on their new responsibilities.

TRAINING

TRAINING – District sponsored training at Toastmasters Leadership Institute is an outstanding opportunity to learn new ideas from other clubs. Also can become a platform for consistently strong clubs to share their approach to success. Even so, the outgoing officer team should hold at least one transitional meeting before the new officers take on their new responsibilities.

10 Tried and True Methods to Increase New-Member Retention

By John Caughey

1. Have a Boarding plan
2. Say hello with a personal touch
3. Reach out every 3 to 6 months
4. Do a first year “loyalty assessment”
5. Sell your club

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6. Always stress the benefits
7. Provide a variety of educational programs
8. Keep it as simple as possible
9. Capture engagement data
10. Meet face-to-face as often as possible e.g. club officer meetings, mentoring, etc.

“People work for money
but go the extra mile
for recognition, praise
and rewards”



Dale Carnegie (1888-1955), author of *“How to Win Friends and Influence People”*

Contact Information



[Toastmasters Leadership Club, Where Leaders of District 57 Are Made](http://910103.toastmastersclubs.org/)

<http://910103.toastmastersclubs.org/>

Meeting Location

**East Bay Municipal Utility District (EBMUD)
375 11th St, Oakland, CA 94607**

**Dial our Phone Number
for Building Access**

510-619-8652

**Brief walking distance from
12th Street/City Center BART**

Contact Information



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