

# 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  
IS  
FUN



# 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.

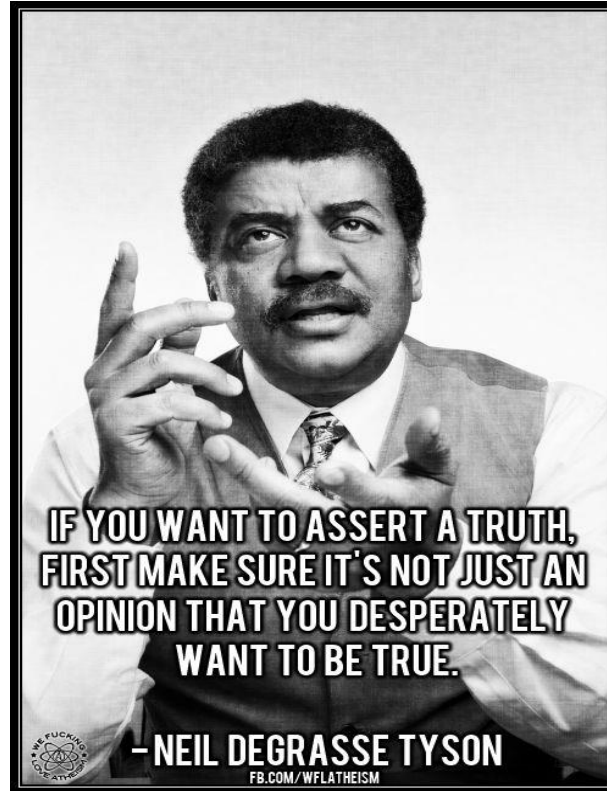
As a fun alternative, the general evaluator can lead the session like a \_\_\_\_\_.

# LEARNING

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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

# 10 Tried and True Methods to Increase New-Member Retention

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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/)

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## 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**

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E. Tyree Johnson DTM

[johnson.tyree@gmail.com](mailto:johnson.tyree@gmail.com)

650.270.6678