



Membership Growth & New Club Building

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District 57 Club Growth Director

Club Membership

District 57 Current State

- 156 Clubs
 - 4 clubs membership base <8
 - 32 clubs membership base 8-12 (eligible for club coach)
 - 84 clubs membership base <20
- DCP qualifying requirement member base 20 or more OR club net gain 5 by 6/30/18

What can we do?

- ▶ Club Visits & Reports
- ▶ Area Councils
- ▶ Club Coaches
- ▶ Sister Clubs
- ▶ Moments of Truth
- ▶ Club Officer Training
- ▶ Distinguished Club Program
- ▶ Club Incentives
- ▶ Open Houses/PR



Toastmasters Moments of Truth

- ▶ First impressions
- ▶ Membership orientation
- ▶ Fellowship, variety, and communication
- ▶ Program planning and meeting organization
- ▶ Membership strength
- ▶ Achievement recognition

Marketing

- Moments of Truth offshoot is club's marketing plan
- Helps with both retention and membership building
 - How do you promote your club?
 - Special events
 - Website
 - Post Fliers
 - Community events
 - Social media
 - Other?

A High-Quality Club

- ▶ Encourages and celebrates member achievement
- ▶ Provides a supportive and fun environment
- ▶ Offers a professionally-organized meeting with variety
- ▶ Club officers are trained in all aspects of club quality
- ▶ Members have access to a formal mentoring program
- ▶ Members are provided evaluations that help them grow
- ▶ Members are motivated to achieve their goals

Guest Packet Suggestions

- ▶ Personalized Welcome from your club including club website
- ▶ Benefits of Toastmasters handout (Item 354INDV)
- ▶ From Prospect To Guest To Member brochure (Item 108)
- ▶ Find Your Voice brochure (ITEM 99)
- ▶ Toastmasters Magazine
- ▶ Pathways Flier
- ▶ Membership Application

September Strong Incentives

- ▶ 80% base membership renewals submitted by 9/20 = \$25.00 TMI Gift Certificate
- ▶ 100% base membership renewals submitted by 9/30 = \$25.00 TMI Gift Certificate
- ▶ For each new member added and on club roster at TMI between 9/15-9/30 = \$10.00 TMI Gift Certificate



Dues Payments

- ▶ Payments Base = 6,690
- ▶ To Date = 456 (dues due 10/1/17)
- ▶ Distinguished = 6,891 (+201)
- ▶ Select Distinguished = 7,025 (+335)
- ▶ Presidents Distinguished = 7,226 (+536)
- ▶ YTD 268 new members added YTD

Club Building

- ▶ Base = 156
- ▶ Distinguished = 161
- ▶ Select Distinguished = 164
- ▶ Presidents Distinguished = 169
- ▶ Need to add 13 with no net loss



New Club Opportunities

- ▶ **Division E** Genome Masters – Kick-off Meeting 9/13/17; will charter soon
- ▶ **Division B** #JMH – building to charter strength
- ▶ **Division C** Betsy Elliot new advanced club in progress
- ▶ **Division D** UPS Oakland – Potential club; Kick-off Meeting TBD
CEI – Potential club; Kick-off Meeting TBD
- ▶ **Division E** Anduro – potential club; working on scheduling Kick-off Meeting
- ▶ **Division G** Two Santa Rosa club members working on new community club

Club Growth Team

Club Extension Committee

- Qualify Leads
- Schedule Kick-off Meetings

New Club Sponsors

- Work with contacts to build interest & answer questions
- Complete Charter paperwork & submit to WHQ

New Club Mentors

- Support and guide new club for at least first 6 months

Kick-off Teams

- Hold kick-off meeting

Everyone

- Generate new club leads
- Volunteer to serve on Club Extension Committee, as new club sponsor, mentor or kick-off team member



Resources

- ▶ <https://www.toastmasters.org/resources/the-benefits-of-toastmasters-membership>
- ▶ <https://www.toastmasters.org/magazine/articles/build-it-and-they-will-come>
- ▶ <https://www.toastmasters.org/resources/membership-growth> Membership Growth Manual
- ▶ <https://www.toastmasters.org/resources/moments-of-truth>
- ▶ <https://d57tm.org/>