

HOW TO MEET YOUR MEMBER PAYMENT GOALS

To meet your District's Member Payment goals you need to do two activities: make sure all your clubs pay dues on time and bring in new members to clubs.

MEMBER (DUES) PAYMENTS

- ✓ Create a District plan involving your Governors to follow-up with delinquent dues. A suggested plan:
 - On **October 1** and **April 1**: Area Governors contact every club to find out if dues are paid.
 - On **October 10** and **April 10**: Area Governors contact every delinquent club to ask if help is needed submitting dues.
 - On **October 21** and **April 21**: Division Governors contact every delinquent club to ask if help is needed submitting dues.
 - On **November 1** and **May 1**: The LGM and LGET assist in contacting every delinquent club to ask if help is needed submitting dues.
 - On **November 15** and **May 15**: The District Governor personally **CALLS** every President of every club that has not paid dues. Is it time consuming? Yes. Does it make a difference? **YES!** A call by the District Governor often is the impetus to getting a club to take action.
- ✓ Your goal should be to have **EVERY** club pay dues by December 31, 2005 and again by May 31, 2006.

NEW MEMBERS

- ✓ Promote the Toastmasters Membership Contests: *Smedley Award* (runs August 1 to September 30) *Talk Up Toastmasters* (runs February 1 to March 31) *Beat the Clock* (runs from May 1 to June 30).
- ✓ Promote the *Distinguished Club Program*, especially the membership goals and the membership requirement (20 members or net growth of 5 members by June 30).
- ✓ How do you promote these activities? Through a district-wide email (egroups), on your district web site, mailings to club members and officers, at your District conferences and district events.
- ✓ Ask for the **SUSPENDED MEMBER** list from Toastmasters International and send emails to those members inviting them to rejoin. Your email can say something like "We've missed you in Toastmasters! Won't you consider rejoining? For a list of clubs: www.toastmasters.org"
- ✓ Send letters to **EVERY** Club Vice President of Membership offering membership ideas and promoting the Distinguished Club Program (see sample letter on reverse).
- ✓ Conduct a District-wide Open House (good months for Open Houses are September, January, and May).
- ✓ Start new clubs!

Compliments of Gary Schmidt, DTM
Candidate for Third Vice President, Toastmasters International
www.garyschmidt.org

DISTRICT 100 TOASTMASTERS

January 1, 2006

Dear Club Vice President Membership:

How is your club's membership doing?

Members are the lifeblood of a Toastmasters club! By constantly recruiting new members, and retaining the members our clubs already have, we can ensure that we fulfill the mission of Toastmasters International: to allow individuals to develop their communication and leadership skills.

According to the statistics on the Toastmasters International website: <http://www.toastmasters.org> your club has gained at least one new member this Toastmasters year (July 1 – June 30). Congratulations! However, you should still continue to focus on membership!

Enclosed with this letter are some ideas on how your club can bring in new members. Our District is also offering some incentives to help you gain new members! Additionally, Toastmasters International offers several guides and information on how clubs can strengthen its membership.

The greatest way to recruit new members is by far the simplest—personally asking someone. If every member of your club would bring just one new member to the club, your club's membership would double overnight! Think how simple that sounds—it truly is!

Our founder, Dr. Ralph Smedley, gave some great advice: “Let us share with others the benefits we have gained for ourselves.” Bringing in new members to your club is not about meeting a Toastmasters goal. Bringing in new members offers people the opportunity to realize their dreams and achieve their goals to be exquisite communicators and leaders. That is what Toastmasters is all about!

We want to help your club succeed! If you have any questions or would like further assistance with membership building, please let me know! Together we can **[INSERT YOUR DISTRICT THEME HERE]** and lead our clubs and members to success!

Sincerely,

Jane Doe, DTM
District 100 Governor

Enclosures

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