

New Members
Attract, Recruit and Retain

Much of membership building focuses on attracting guests to club meetings while ignoring other aspects. There are three stages to successful membership building. They are:

- Attracting guests to a meeting
- Recruiting them as members
- Retaining them as members

A	Action plan – prepare one and follow it through. Involve all members and reward them.
T	The Toastmasters magazine – give spare copies to community groups, launderettes, hairdressers, libraries, and doctors, dentists and other professional people for their waiting rooms.
T	Talk Toastmasters – to friends, neighbors and work colleagues.
R	Radio – go outside your comfort zone and talk Toastmasters on local radio.
A	Advertise – put a ‘Situation Vacant’ ad in the General Notices classified. Check your club details as recorded on your District website and www.toastmasters.org are correct.
C	Corporate magazines – include an article about Toastmasters and your achievements.
T	Toastmasters Pin – wear it!
R	Receive guests warmly; assign a member to look after them for the meeting.
E	Explain the format of the meeting and the benefits of Toastmasters.
C	Compare the cost with other programs – a one day seminar costs more than one year’s Toastmaster membership. Complete the paperwork (Form 400) and send it in to TI.
R	Review the meeting and ask the guest what they liked.
U	‘You’ – tell guests how you have benefited from the Toastmasters experience.
I	Introduce guests to the meeting and involve them – give them the opportunity to speak (don’t force them).
T	Telephone guests after the meeting to encourage them to return.
R	Recognition & awards – publicly acknowledge members’ success – e.g., CTM, speech contest winners, etc.
E	Evaluate with value – every speaker deserves a suggestion for improvement. Don’t give more than 3 recommendations.
T	Timely programs – make a practice of beginning and ending on time. Move agenda items around if speakers don’t arrive on time.
A	Assign a mentor to each member. Use the materials in the Successful Club ‘Mentoring’ program. Conduct a formal ‘Mentor/Mentee assignment’ during a meeting.
I	Involvement – schedule new members to deliver their Ice Breaker within two meetings of joining. They want to get started!
N	Newsletter – encourage all members to contribute to a club newsletter.

Compliments of Joy Ackrill, DTM
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