

## **SIX SPECIFIC ACTIONS LOW MEMBER CLUBS CAN TAKE TO REBUILD THEMSELVES**

The six steps described below are sequential because they build one on another. These steps are based on personal experience. In one case, a Club that had a membership of 8 with only 3 active members began to practice these strategies. In a 12 month time period it grew to 39 members, #1 in the District and #3 in the world. It can be done!

### 1. Club Leaders Catch the Vision!

Important steps to this:

(1) Club Officers get trained.

(2) Understand the mission of the Toastmasters Club.

(3) Understand the elements of effective leadership - this is especially important for the President and VPE.

(4) Understand why people join Toastmasters, why people stay in Toastmasters, why people leave Toastmasters.

(5) Be exposed to knowledgeable, inspired and inspiring Toastmasters.

### 2. Become Aware of the Resources Available to Help Rebuild the Club and Call on Them

#### (1) *Other Toastmasters*

Area Governor, other experienced and caring Toastmasters, nearby strong Clubs, Club Specialist, if appropriate.

#### (2) *Resources from WHQ*

'How to Rebuild a Toastmasters Club' booklet, Better Club series, Leadership Excellence series, Success/Leadership, Success/Communication, especially Moments of Truth and the Art of Effective Evaluation.

### 3. Embrace the Mission Statement of the Club

(1) Begins with the President and VPE, and then the rest of the Executive Committee.

(2) The Club mission statement is shared with the members of the Club.

(3) The mission statement is lived by example by the Club officers.

### 4. Create a Vision of Success for the Club and Use the DCP

(1) Begins with the Executive Committee and then is transferred to the rest of the members.

- (2) Survey the needs and desires of the members.
- (3) Set up educational program to meet the needs of the members.
- (4) Set DCP goals and strategies to achieve them.
- (5) Get members' buy-in for a strong, vibrant Club.

#### 5. Track and Communicate Progress

- (1) Track individual members' educational progress and communicate this to the rest of the Club members. (Use wall charts, newsletters, e-mail, etc.).
- (2) Track and communicate Club's progress toward its DCP goals. (Celebrate as each goal is reached!).
- (3) Engage in other tracking and communicating too, such as Club Toastmaster of the year award.

#### 6. Create a Winning Club Culture

- (1) Make consistent educational excellence a standard expectation.
- (2) Build and maintain a strong mentoring program.
- (3) Build and maintain professional meeting standards (mentoring will be required here).
- (4) Have fellowship and fun!
- (5) Have a strong public relations and membership building emphasis.
- (6) Recognize and show appreciation to members.
- (7) Maintain administrative standards (dues collection, Club Officer list, etc.)
- (8) Become active in Area, Division, and District activities and beyond.