

## **Tips on How to Strengthen Low Membership Clubs**

- Find out whether there are any members who really want the Club to survive. If the answer is "no," don't force your solutions on them. If the answer is "yes," then the Club can be saved.
- Discuss with the Club Officers the reasons for the low membership. If any problem can be fixed easily, do it. E.g., Club meets at an inconvenient time or place.
- Ask the Club Officers whether they would be interested in getting the aid of a Club Specialist. If they are open to the idea, then ask the District Governor to appoint a Club Specialist for that Club.
- Remind the Club Officers that the best membership-building tool is an excellent Club meeting. Offer help to the VPE to improve the quality of the meetings.
- Educate the Club Officers on the value and benefits of using the Distinguished Club Plan (DCP).
- Ask the Club Officers to set a Club goal for the DCP.
- Challenge the Club and especially the Club President and other officers to implement the mission of the Toastmasters Club.
- Ask the Area Governor to pay special attention to that Club and visit it often.
- If any of the Club Officers have not been trained, arrange for that training to be given, regardless of the time of the year.
- Inform the Club Officers about the Speechcraft program and how it can bring in new members and funds for the Club.
- The LGM or the DG could telephone the Club President to encourage him or her.
- If the membership very low, request Toastmasters from local Clubs to attend the Club meetings and even take on roles at the meeting.
- Make sure the Club President is aware of the importance of setting a good tone for the meeting and the importance of a positive Club culture.