

# Vice President Membership Training Handout

For use at the 2023-2024 Division H-hosted Officer Training Sessions

The three R's are:

Role  
Responsibilities  
Resources

R1 is Role (see Club Leadership Handbook (CLH) page 23, the two paragraphs under Vice President Membership). What are the important verbs there?

Role paragraphs distilled:

- Ensure that members understand the education program
- Know members' goals and enable them to achieve them

## Sponsor of New, Reinstated or Dual Member

This section is completed by a club officer.

|                             |                      |                         |                       |
|-----------------------------|----------------------|-------------------------|-----------------------|
| <input type="text"/>        | <input type="text"/> | <input type="text"/>    | <input type="text"/>  |
| Sponsor's last name/surname | Sponsor's first name | Sponsor's member number | Sponsor's club number |

R2 is Responsibilities (see them under the four headings on CLH pages 23 and 24). Your goals:

- A great first impression for guests.
- Smooth and rapid handling of membership applications.

R3 is Resources.

- Officer training (as many as you can get to) to learn and to exchange ideas.
- CLH manual page 25 links to resources on Toastmasters International Web site.
- Who/what else? Your predecessor as club VPM. VPMs at other clubs (pay 'em a visit!)

## Homework assignment

1. Attend as many officer training sessions as you can.
2. Read pages 23 through 25 in the Club Leadership Handbook.
3. Check out the resources on page 25.
4. Acquire the supplies you need to properly handle guests.
5. Maintain communication with prospects, guests, and perhaps former members to keep new members coming in to counter natural attrition and have an adequate member base.
6. Consider a membership campaign or contest.

### Vice President Education Resources

|   |  |
|---|--|
| Speech contest information                      | <a href="http://www.toastmasters.org/speechcontests">www.toastmasters.org/speechcontests</a>                 |
| <i>Speech Contest Rulebook</i>                  | <a href="http://www.toastmasters.org/1171">www.toastmasters.org/1171</a>                                     |
| Distinguished Club Program                      | <a href="http://www.toastmasters.org/1111">www.toastmasters.org/1111</a>                                     |
| Pathways Achievement Chart                      | <a href="http://www.toastmasters.org/822">www.toastmasters.org/822</a>                                       |
| Accredited Speaker Program Handbook             | <a href="http://www.toastmasters.org/accreditedspeakerrules">www.toastmasters.org/accreditedspeakerrules</a> |
| Education program FAQs                          | <a href="http://www.toastmasters.org/Education/Pathways/FAQ">www.toastmasters.org/Education/Pathways/FAQ</a> |
| Pathways Achievement Tracker                    | <a href="http://www.toastmasters.org/823">www.toastmasters.org/823</a>                                       |
| Educational achievement, gifts, and recognition | <a href="http://www.toastmasters.org/shop">www.toastmasters.org/shop</a>                                     |

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### Vice President Membership

The Vice President Membership promotes the club and manages the process of bringing in guests and transforming them into members.

Help maintain a constant influx of new members by initiating contact with guests, helping them feel welcome, and providing them with the information needed to join the club. Monitor membership levels and strategize with the rest of the Club Executive Committee about how to overcome membership challenges when they occur.

#### Club Constitution for clubs of Toastmasters International

##### Article VII: Duties of Officers, Section 3

### Vice President Membership Responsibilities

#### Recruit New Members

The Vice President Membership leads the club's efforts to continually increase membership.

Promote the goal of gaining one new member per month and, if the club has fewer than 20 members, obtaining 20 or more members by program year-end.

#### Conduct Membership-building Programs

**Club Programs:** Organize and promote the club's participation in the Smedley Award, Talk Up Toastmasters!, and Beat the Clock membership programs. For information about these programs, go to [www.toastmasters.org/membershipprograms](http://www.toastmasters.org/membershipprograms).

**Member Program:** Encourage club members to gain recognition in the form of a Sponsor Award by sponsoring five, 10, or 15 new members.

Note: Members who simply facilitate the new member registration do not qualify for an award. To qualify, members must be influential in the new, dual, or reinstating member joining the club. For information about this program, please visit [www.toastmasters.org/ampa](http://www.toastmasters.org/ampa).

## Assist Guests

Answer emails, phone calls, and other inquiries from prospective members and encourage them to visit the next club meeting.

Make contact with guests and encourage fellow club members to always help guests feel welcome. If meeting in person, have each guest fill out a **Guest Information Card and Badge**, and distribute **Guest Packets** with fliers that include your club information.

The **digital guest packet** is also available on our website to share more about the organization and how being a Toastmaster can help.

## Process Membership Applications

Collect and manage paperwork in the application process. Collect initial dues payments and applications from prospective members and submit them to the Treasurer.

Organize and participate in a Club Membership Committee tasked with considering all new member applications. Be sure new memberships are voted on by a majority of club members. See the **Club Constitution for Clubs of Toastmasters International, Article II, Section 2: Admission to Membership**.

### New Member Induction

When inducting new members, use the **Induction Ceremony for New Members** to help. It includes notes and a script to use.

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Arrange a vote and induction ceremony for any joining member.

## Summary of Responsibilities

### Before Club Meetings

- ▶ Make a list of the new members who have joined the club since the last meeting and contact the Club President to coordinate an induction ceremony at the next meeting.
- ▶ Distribute Guest Packets to guests at the meeting.
- ▶ Contact former guests who have not joined and members who have not been attending recent meetings and gently persuade and encourage them to come to the next club meeting.

### Upon Arrival at Club Meetings

- ▶ Greet all guests and members when they arrive and welcome them to the meeting.
- ▶ Provide all guests with Guest Packets.
- ▶ Answer any questions guests may have about the club.

## After Club Meetings

- ▶ Meet with guests to answer questions and explain the benefits of Toastmasters.
- ▶ Invite guests to join the club or to attend another club meeting if they are hesitant to join.
- ▶ Help guests who do wish to join to complete the **Membership Application** ([www.toastmasters.org/membershipapps](http://www.toastmasters.org/membershipapps)).

## Outside Club Meetings

Attend and vote at Area Council meetings.

## Common Scenarios Vice Presidents Membership Face

- Scenario:** The club is experiencing rapid turnover in membership; members sign up, stay for a few weeks, then move on.
- Possible solutions:** Encourage members to keep meetings lively, to start and end on time, to keep a positive atmosphere, and to vary activities with a special event, themed meeting, or guest speaker.
- Contact lapsed club members and invite them to a special event.
- Survey lapsed members on the reasons why they did not continue their membership with the club.
- Try adding unique roles to the club meetings like a “Snackmaster” to bring food to each meeting.
- Always recognize member achievements—even the small ones.
- Keep new guests coming in to replace lapsed members.
- Scenario:** The club loses members during summer and winter holidays.
- Possible solutions:** Schedule a club special event in January and September; make an effort to contact all members after they return from their vacations.
- Scenario:** A company club suffers a sudden loss of members due to layoffs.
- Possible solutions:** Organize a **Speechcraft** for the company to attract new members. Make sure the club meetings are mentioned on the company intranet, in newsletters, and so on. If it is in compliance with corporate policies, discuss changing the club type to a community club.

### Vice President Membership Resources

|                                |  |
|--------------------------------|--|
| Membership program information | <a href="http://www.toastmasters.org/membershipprograms">www.toastmasters.org/membershipprograms</a>                   |
| Distinguished Club Program     | <a href="http://www.toastmasters.org/1111">www.toastmasters.org/1111</a>   |
| Membership Growth              | <a href="http://www.toastmasters.org/1159">www.toastmasters.org/1159</a>   |
| Speechcraft information        | <a href="http://www.toastmasters.org/speechcraft">www.toastmasters.org/speechcraft</a>                                 |
| Physical Guest Packet          | <a href="http://www.toastmasters.org/387">www.toastmasters.org/387</a>   |
| Digital Guest Packet           | <a href="http://www.toastmasters.org/membership/why-toastmasters">www.toastmasters.org/membership/why-toastmasters</a> |



# Evaluation

**BEGINNER      INTERMEDIATE      ADVANCED**

What level of knowledge of the topic did you have prior to this session?                 

**Indicate to what degree you agree with the following statements about this session.**

|   | <b>STRONGLY AGREE</b>    | <b>AGREE</b>             | <b>NEITHER AGREE NOR DISAGREE</b> | <b>DISAGREE</b>          | <b>STRONGLY DISAGREE</b> |
|---|--------------------------|--------------------------|-----------------------------------|--------------------------|--------------------------|
| Overall, I was satisfied with the session.    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |
| I will use the content to strengthen my club. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |
| The learning objectives were met.             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |

**Yes      No**

Will you implement at least one idea from this session in the next 30 days?           

Write your comments about the session.

**Indicate to what degree you agree that the facilitator demonstrated the following:**

|                                       | <b>STRONGLY AGREE</b>    | <b>AGREE</b>             | <b>NEITHER AGREE NOR DISAGREE</b> | <b>DISAGREE</b>          | <b>STRONGLY DISAGREE</b> |
|---------------------------------------|--------------------------|--------------------------|-----------------------------------|--------------------------|--------------------------|
| Solid knowledge of the subject matter | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |
| Excellent presentation skills         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> | <input type="checkbox"/> |

Division H-hosted Club Officer Training

Session: Summer | Winter

Position: Pres. | VPE | VPM | VPPR | Sec. | Treas. | SAA      Leader: \_\_\_\_\_