



District 38, Division H

Vice President Membership Training Script

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

Based on Vice President Membership Club Officer Training manual (T.I. Item 1313D Rev. 05/2018)
and Club Leadership Handbook (T.I. Item 1310 Rev. 05/2023).

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NOTE TO LEADER

Sometimes group discussion goes on for too long or gets off track. Try bringing the group's attention back to the topic by referring to this script and inviting members to continue their conversations after the session.

For example: "I'm glad we all have so many success stories to share about our time with Toastmasters, and I encourage you to continue these conversations after the session. For now, let's get back to discussing your responsibilities on the executive committee."

Session Introduction

My name is <name>. As a training facilitator, I am responsible for conveying the information that club officers need to fulfill their roles. Why? Because well-trained club officers are equipped to enhance club quality, develop and lead successful teams and thrive in the Distinguished Club Program. That last point is reinforced by statistics reported by the District 38 Chief Information Officer, who told us at the time that about 80% of the clubs who have their officers trained achieve some level of distinguished status.

We're going to look at the three R's. They are:

Role

Responsibilities

Resources

Included in your handout package are the relevant pages from the Club Leadership Handbook, which is a valuable resource for club officers. You can flip to the second handout page now, as that's where we'll be going shortly.

A little about me. [Describe your background in Toastmasters. Highlight the awards you've received, how long you've been a member and in which club officer roles you've served.]

But congratulations to you! As the person in charge of the most important club asset, its members, you have a very important role with regard to the health and growth of the club. You create a climate that attracts new members and keeps current members involved.

Alright, let's jump in. First R! Turn to Club Leadership Handbook page 23 in your handout package, please. I need a volunteer to read the two paragraphs under Vice President Membership, as they describe your role.

Share with me some of the important verbs from the first sentence. [promote, manage, initiate contact, maintain, monitor]

[Discuss briefly, perhaps basing conversation on the verbs found or the experiences of you and your trainees.]

[Read the club constitution section (reproduced below) which describes the office.]

The Vice President Membership is the third-ranking club officer and is responsible for planning, organizing, and directing a program that ensures individual member retention and growth in club individual membership. The Vice President Membership chairs the Club Membership Committee. The Vice President Membership serves as one of this club's representatives on the Area Council and shall take no action binding upon this club without either specific prior authorization or subsequent ratification by this club.

R2 is Responsibilities. There are four of them and they're identified under the headings on pages 23 and 24. We'll go through them quickly and your homework assignment is to review them thoroughly. If you have questions about these, ask! Ask me today, ask someone with VPM experience, ask your area director, but ask!

* **Recruit New Members** [The 1 new member per month goal is wise due to attrition. Importance of 20 members (no multiple roles, more fun) and DCP-related 20 or +3 goal.]

* **Conduct Membership-building Programs** [Review this. Any trainees' clubs try for these awards? Point out member sponsor line on Membership Application (see below and handout).]

Sponsor of New, Reinstated or Dual Member

This section is completed by a club officer.

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Sponsor's last name/surname

Sponsor's first name

Sponsor's member number

Sponsor's club number

* **Assist Guests** [Major points to cover are collection and processing of application paperwork, guest processing, maintain contact with prospects and guests (meeting reminders, e.g.), arrange for and preside over new member induction ceremony. Do any trainees belong to a club where new members are admitted by "a favorable vote of at least a majority of the active members" as is described in the club constitution? Clubs which use FreeToastHost have built-in prospects, friends, and guests mailing lists. Any trainees using this method? Other methods of keeping prospects and guests in the loop to hopefully become members?]

* **Process Membership Applications** [Review all of this.]

Your responsibilities are in four categories as you can see under the Summary of Responsibilities heading on pages 24 and 25.

Before Club Meetings: [Review all of this. SAA works with VPM to ensure on-hand supply of guest packets exists. Can buy these from T.I. or make your own. How many trainees have guest packets for interested guests? Keeping in touch with former members?]

Upon Arrival at Club Meetings, you greet guests and get them seated next to a member in case they have questions. Guest name sticker or badge. Be knowledgeable of all club aspects to answer guests' questions. If your VPE doesn't cover this task, ask guests if they would like to participate in Table Topics. We encourage guests to participate but they're not required to do so. Provide the Table Topicsmaster with the names of the guests who are willing to participate.

After Club Meetings: [Review all of this.]

Common Scenarios Vice Presidents Membership Face: [either review some of this material quickly or let it be homework].

R3 is Resources. Your first resource is right here, right now. Officer training. Even if your club elects officers on an annual basis I strongly recommend you attend the summer and winter training. Get to as many sessions as you can, not so you can hear the same lecture over and over again, but so that you can hear from and exchange ideas with as many of your fellow VPMs and Toastmasters as possible. It's the N word: Networking. If you turn to CLH page 25, you'll see a list of links to resources on the T.I. site. If you go to the Shop part of the T.I. site and type in those item numbers, you'll be able to either purchase them or download (most of them) at no cost. Another resource would perhaps be the VPM who preceded you. Visits to other clubs are also a great way to see how your counterparts elsewhere do their job.

Let's summarize by presenting your 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.

Time for Q&A.

Distribute evaluation form to encourage feedback for improvement. ***Trainees should turn this in at the sign-in desk before they leave.***

[END]