

Welcome to D84 TLI, 2021

Vice President Membership (VPM) training



Facilitator: Gail Hill Smith, DTM²

Vice President Membership

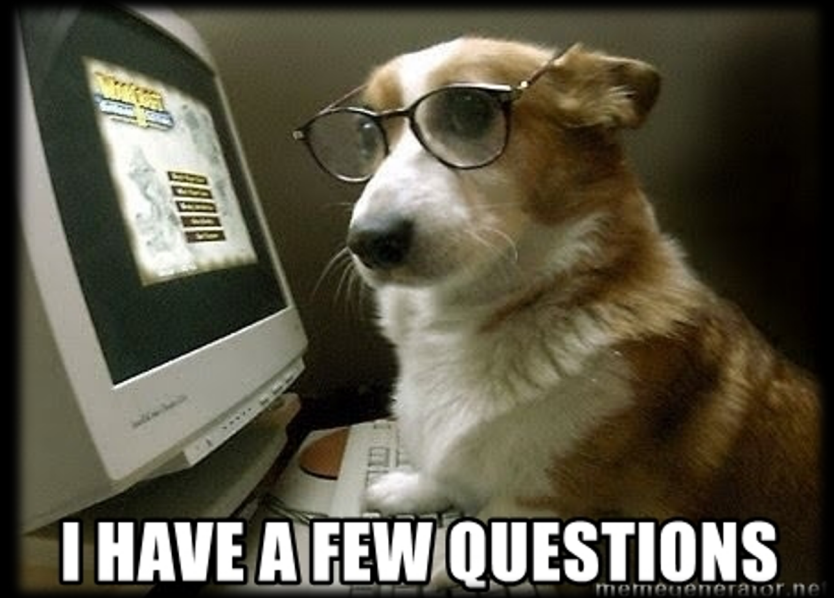


Objectives:

Identify the role of the VPM

Explain the VPM responsibilities

Know how to find valuable resources



Use the **CHAT** to ask a question or make a comment.
The Host Monitor will share them..

Identify the Role of the VPM (01.2)

“You promote the club
and manage the process of bringing in guests
and transforming them into members.”

Initiate contact with guests

Help them feel welcome

Provide information they need to join



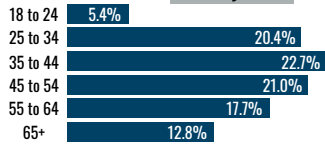


TOASTMASTERS DEMOGRAPHICS

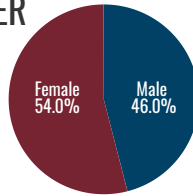
Member Survey
Results
November 2019
n=6,133

AGE

AVERAGE
46.2 years

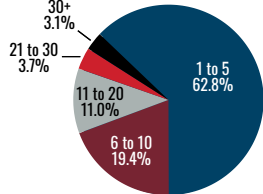


GENDER



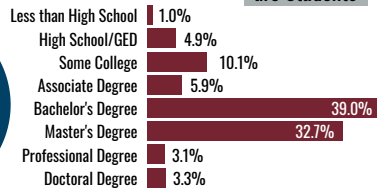
COMMUTE

in miles



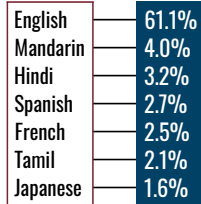
EDUCATION

10.4%
are Students



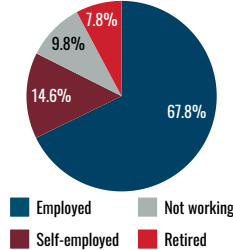
PRIMARY LANGUAGE

56.6%
are Multilingual

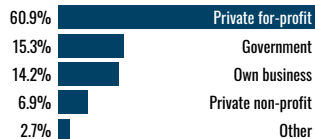


69.6%
know English
as a primary
or secondary
language

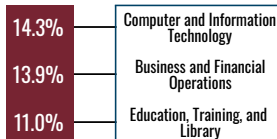
EMPLOYMENT



BUSINESS



INDUSTRY



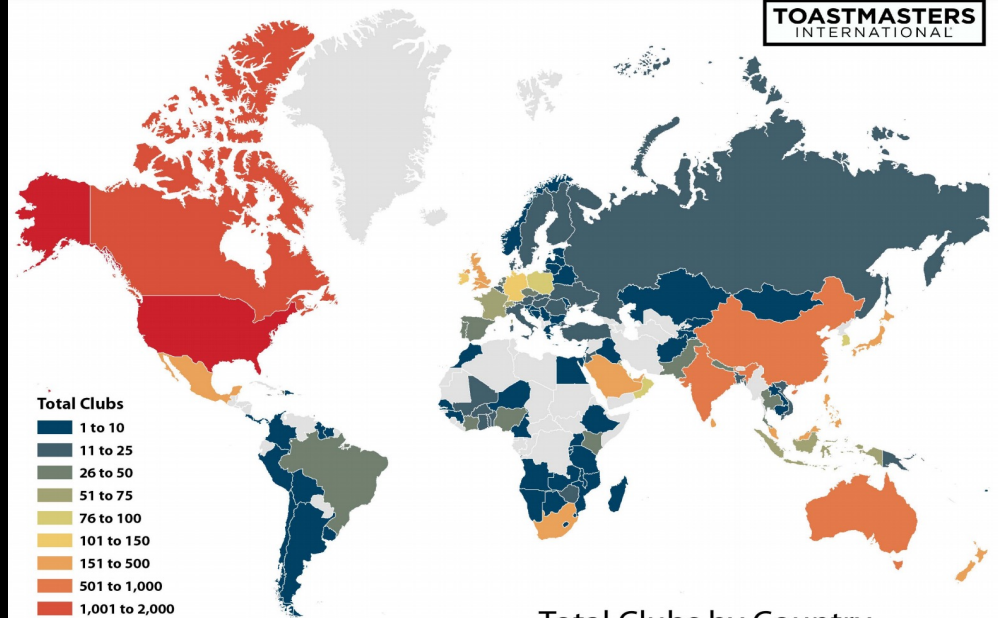
Willingness to recommend Toastmasters — 8.8 out of 10

93.7% — "Toastmasters has helped me meet my goals"

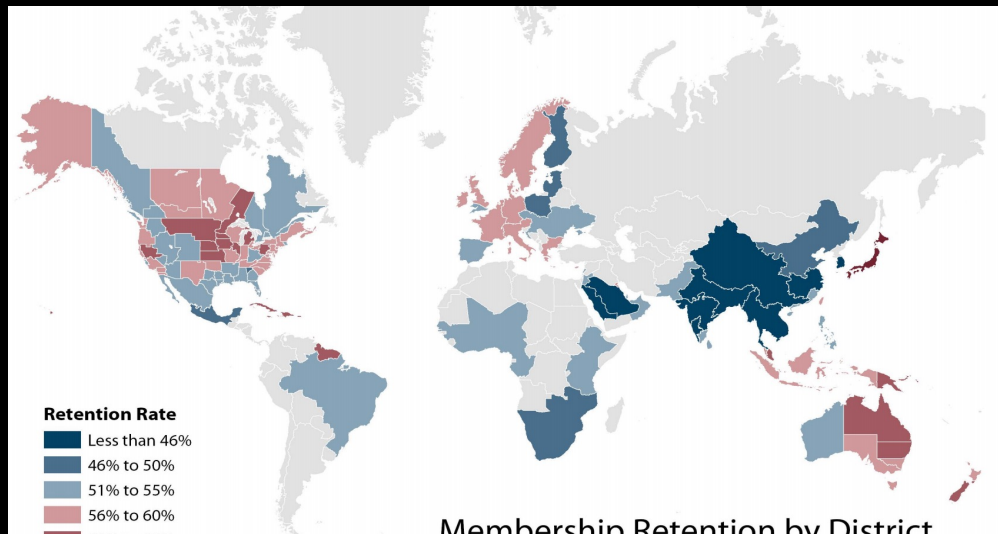
+/- 1.2% Margin of Error — 20.0% Response Rate — 91.8% Completion Rate — 123 Countries Represented



TOASTMASTERS
INTERNATIONAL



Total Clubs by Country
As of July 1, 2020



Membership Retention by District
2019 to 2020

Recruit New Members

Type your suggestions in the chatbox
to be shared at the end of this session.

THANK YOU!



Explain VPM Responsibilities (01.1)

Before, During, and After Club Meetings

Outside of Club Meetings

As part of the Executive Committee

Assist Guests (02)

- Greet guests as they come in
 - Arrange a welcoming committee as part of your club culture
- Guest information card & badge/name tag
- Guest packets
- Communication via email, phone calls, etc.
- Meet with guests after the meeting to answer any questions



Membership Applications

- Application paperwork & process
 - Must retain applications indefinitely
- “Be sure new memberships are voted on by a majority of club members.” (Club Constitution, Article II, Section 2)
 - Arrange vote & induction ceremony for new members
- Track guests who have not yet joined & members who have not been to a meeting lately
 - FOLLOW UP with them to join or recommit



Membership-Building Programs (02a)

- Incentivized Membership Drives
 - Smedley Award (August 1 – September 30)
 - Talk Up Toastmasters (February 1 – March 30)
 - Beat the Clock (May 1 – June 30)
- Open Houses (03)
- Sponsor Awards





Recruit New Members

Suggestions in the chatbox?

Member Dues

- Collect initial dues payments
 - Suggestion: combine prorated amount AND the following six-month renewal period
- Contact current members during dues renewal periods (September and March)

Mentorship of New Members

- Ensure all new members are connected with existing members who will help them achieve their goals
- Ensure all new members are added to internal communications (email, text, etc.)
- Ensure all new members are added to external communications, social media, etc.

Coordinate with Others=

Golden Gavel Award (04)

- The VPM cannot function alone. You NEED the other officers.
 - VPPR advertises for every event you plan
 - VPE assigns meeting roles and mentors
 - Treasurer holds the budget AND you support them by helping out during renewal periods
 - Secretary updates attendance log, etc.
 - SAA ensures materials available (pins, etc.)
- Membership Committee(s)

Resources (05)

Toastmasters International

District 84 (website, social media, etc)

Division & Area Directors

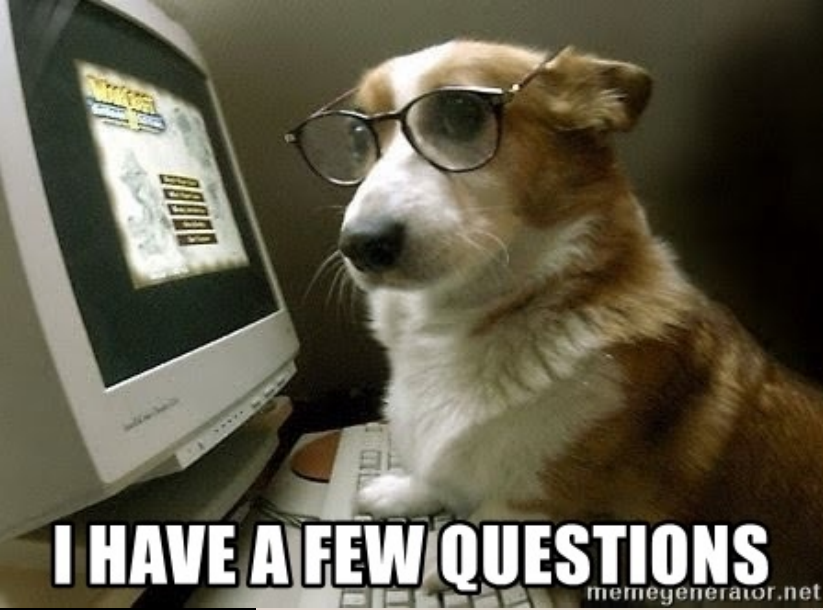
Other Districts & Toastmasters



BRACE YOURSELVES



FOR A FEW QUESTIONS



I HAVE A FEW QUESTIONS

memegenerator.net



Hello?

I have a question.



EXCUSE ME, I HAVE A QUESTION!

imgflip.com



UM...

**I HAVE ADDITIONAL
QUESTIONS**

imgflip.com

Session Evaluation Form in Chat

Thank you for your time and energy!

VP Membership Presenters:

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and

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