

Keeping it Up – Toastmaster Membership Retention

By David Wesenberg

Reiterated by Margaret Walker—August 29, 2009

1. Introduction

- a. What are we going to do?
- b. Why are we doing it?

2. Brainstorming Session

a. Why do members leave?

- Failure to follow up
- Mentor support leaves
- When CC is earned, feel they are done
- Not getting involved speaking or filling roles
- Bad evaluations
- Afraid of public speaking
- Lack of variety at meetings
- Feel intimidated by the experienced members
- Assess member goals
- Not feel welcome

b. Why do members stay?

- Have fun
- Catch the dream
- TM priority in life
- Constant learning
- They were forced to stay
- Job benefits – bad economy – help their future
- Light bulb goes on – member gets the value of club
- Value to you!
- Low cost for the benefit
- Networking
- Self-improvement plan
- Feel welcomed

c. Why do members join?

- Forced
- Like what they see
- Personal development
- WIIFM (what's in it for me)
- Business development – CL
- Overcome fear of speaking
- Feedback
- Money!!

3. Problem Identification

a. How do we attract new members?

- Relationships
- Wear the TM 'bling'
- Mini-banners – Promote!
- Outside organizations
- Talk about Toastmasters – sell it!
- Bring guests
- Reach out to clubs that may close
- Officer/contact info up to date on website or materials
- Answer/respond when contacted
- Follow up – reach out to guests/former members

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b. How do we attract old members?

- Same as above
- How old? – tony
- Be Toastmasters always – lead by example
- Answer phone
- Show your skills to all
- Invite them back

c. How do we keep member interest?

- Meeting variety – agenda & layout of room
- Routine – consistency
- Life beyond CC – tell them about it – show manuals & how help them
- Continue mentoring beyond the 1st 3 speeches
- Encourage new members to mentor
- Show you care about them
- Nudge – encourage members – to get them going or re-started
- Individualize for members
- Mentors are CC’s at least
- Start with the easier roles – timer/grammarian, etc
- Strong evaluations – focus where the speaker needs – sidebar for issues that might “hurt feelings

4. Problem Resolution Suggestions

a. Strategy (plan)

- Club executive meetings - planning
- Strategic planning meeting – plan ahead
- Read documentation – look for resources TI website
- Balanced workload for officers and general roles
- Timely communication – follow up now – make sure it trickles down
- Process improvement – make action plan – refer back to it
- Be fed by someone else – committees

b. Tactics (procedure)

- Communicate – continually – follow thru
- All members involved – share load
- Share knowledge in presentations
- SWOT analysis - build off past experience good or bad
- Get Buy in

c. Operations (action)

- Identify players – hold people accountable
- Create schedule – deadlines – Club Success Plan

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5. Conclusion

- a. What have we done?
 - Brain Stormed
 - Identified Problems
 - Identified Problem Resolutions
- b. What do we do now?
 - Take back to club – Communicate constantly (but not too wordy)
 - Give speeches

THANK YOU