

**TOASTMASTERS**  
INTERNATIONAL®

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**ENHANCE CLUB QUALITY**

# Enhance Club Quality

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- ▶ Define a quality club.
- ▶ Why is club quality important?
- ▶ What are the 6 standards of club quality.

# Enhance Club Quality

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- ▶ First Impressions
- ▶ Membership Orientation
- ▶ Fellowship, Variety, and Communication
- ▶ Program Planning and Meeting Organization
- ▶ Membership Strength
- ▶ Achievement Recognition

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- ▶ First Impressions – it's the little things that count.
  - Are guests greeted and enrolled in the process?
  - Is the meeting location easy to find.
  - Are branded materials used.

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- ▶ Membership Orientation – most clubs could do better in this area
  - Are new members learning needs assessed?
  - Is there an effective mentor program?
  - Does the member understand the education program?
  - Do members feel like they are part of a culture (induction and installation ceremonies).

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- ▶ Fellowship, Variety, and Communication – Gotta have fun!!!!
- Themed meetings.
- Is the club tightknit?
- How creative are table topics and evaluations?
- Are members involved outside of their club?
- Are members kept up to date on club and district activities?
- Social media and websites

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- ▶ Program Planning and Meeting Organization – helping to members to meet their goals
- Are meetings well-organized and productive?
- Are meetings held regularly?
- Are speeches from the manuals?
- Successful Club Series, Better Speaker, & Leadership Excellence Series

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- ▶ Membership Strength – helps to improve member experience.
- Why is it important to have 20 members?
- Is the club promoting membership growth?
- How do clubs retain members?

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- ▶ Achievement Recognition – motivating members.
- Are members frequently recognized?
- Are awards tracked?

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- ▶ Do not forget the Wow!Factor and the Club Quality Checklist!!

# Brain Writing

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- ▶ <https://www.youtube.com/watch?v=UPan2aI4a1A>