

Achieving Success as Vice President Membership

Club Leadership Training Program



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THE MISSION OF THE CLUB

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

TOASTMASTERS INTERNATIONAL

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Training Club Leaders... A Vital Function

As a coordinator for club leadership training, you have one of the most important roles in Toastmasters. The quality of a club meeting determines whether people join and stay in our organization. For a Toastmasters club, success lies in the ability to provide an environment that fosters meaningful self-development for all members. This is where officer training comes into play. Club officers must know their roles and responsibilities. The trainer's job is to explain this and make sure all officers understand why their roles are so important for the overall success of the club. By the end of the training session, the members of your audience will be familiar with the standards for this office. Your effectiveness as a trainer can make the difference between success and failure for a Toastmasters club.

Preparation is the key to a good training session. Review the manual, then study the training program thoroughly. Inject your own personality and experiences to create a session that is educational, enjoyable and motivational. Tips to help you prepare are provided in Part I. Part II is the training script while Part III has handouts, including an evaluation form, to distribute. Part IV contains copy for your visual aids. **This entire training program, including handouts and PowerPoint slides, is available for downloading on the Toastmasters International Web site, www.toastmasters.org.** Be sure to check the availability, condition and instructions for all electronic equipment prior to your training session. What would you do if your computer didn't work? What if you didn't know how to operate their brand of data projector? Be prepared with backup visuals, such as a flipchart, in case of technical failures. And be sure to arrange for help with any technical questions well before the event.

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PART I: Preparing for the Training Session

Three Steps in Planning a Successful Training Program

1. Prepare the training agenda.

The information in the following script should be the core of your training session and should take about an hour to present. However, you may want to devote additional time to some subject areas or add other subjects for discussion, depending on the needs of the clubs. You should discuss your agenda with the lt. governor education and training to ensure your program is appropriate.

2. Obtain and prepare materials.

- ▶ Prepare visuals using the master copies found in Part IV or on the Toastmasters International Web site. If a flipchart will be used instead of computer-based visuals, prepare it in advance: Write the information on every other flipchart page, using a marking pen and making sure all letters are large enough to be clearly visible to participants. Tips for effectively using visual aids are also included.
- ▶ Confirm the availability of computer equipment. If you are planning to use computer-based visual aids at the training site, you should know that providing such equipment is a locally-based decision, and not all districts have them on hand. So you may need to bring your own laptop computer and data projector. Also, some training locations may offer Internet access, so you can present the PowerPoint slides directly from the Toastmasters Web site. A better idea is to download the materials onto your computer before the event. This will protect you from annoying interruptions if your Internet access disconnects.
- ▶ Duplicate the handouts and evaluation form in Part III, along with any additional handouts you will distribute.
- ▶ Assemble reference materials. These may be available from the district, or you can order them through the Toastmasters International online catalog. Be sure to allow adequate time for shipping. If you are conducting training for a specific club officer, be sure to have a copy of the manual for that office. You'll refer to it throughout the training session.

3. Select training assistants.

You may want to have someone assist you in conducting the session (distributing handouts, etc.). Select that person in advance and explain what type of help you will need.

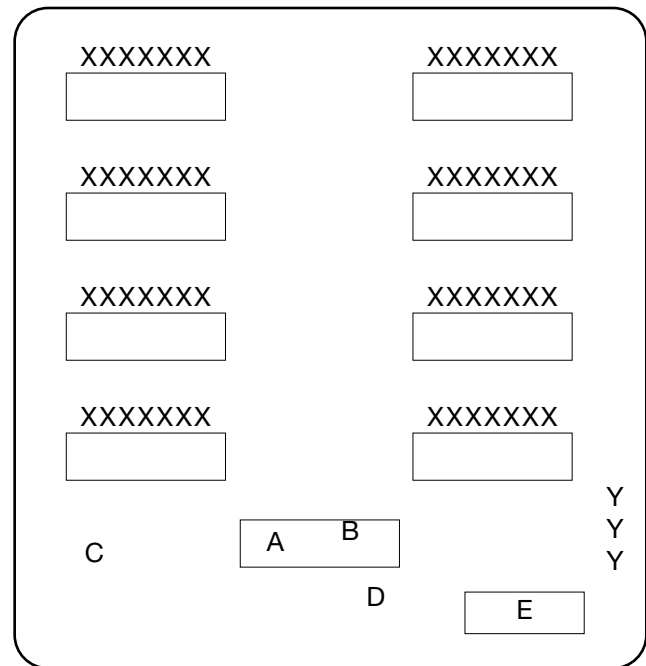
The Training Environment

A satisfactory physical environment is essential for an effective training session. In advance, arrange for your meeting room to be properly set up. You will need a room large enough to comfortably seat the attending officers. Ideally, it should have space in the back for coffee breaks as well as enough room in front to accommodate any electronic equipment and a work table for materials and supplies. Make sure you have a data projector, computer and screen if you are using computer-based visuals, and don't forget to include a spare bulb and extension cord.

The chart below illustrates an ideal physical setting for a training session.

KEY

- A** lectern and gavel
- B** projector and laptop computer
- C** flipchart
- D** screen
- E** table for materials and supplies
- X** participants
- Y** training assistants



Upon arrival, check the room temperature. A room that is too hot or too cold is distracting and uncomfortable. Finally, greet and chat with as many participants as possible before beginning the session.

How to Use the Program Script

The training script in Part II is simple to use but requires considerable preparation. Its design allows presenters the opportunity to be flexible and creative and at the same time provides structure and ensures the important elements are emphasized. Because there is a lot of information, you may not be able to cover it all during the allotted time.

Interspersed throughout the script are boxed segments, offering explanations and guidelines for conducting group exercises and other portions of the training session. In the right column are keys to visual aids and space for your own notes.

When presenting the script, do not read it. Instead, become so familiar with the topic that you can paraphrase and embellish it to suit your own presentation style. Remember, new officers may not be familiar with Toastmasters jargon and acronyms such as CC and DTM.

Keep two things in mind when preparing for your training session:

- ▶ Fit your planned discussion to the time allotted.
- ▶ Allow ample time for group discussion and participation.

Manage your time from the start by asking your group which topics are most important to them, then cover those topics first. If time remains you can address the remaining topics. This means you may have to skip around in the script instead of following it in order.

Mention at the end of the session that they can find information on all of today's topics in their officer manual and point out other available resources on their "Resources List" handout.

Part III consists of handouts and an evaluation form to distribute during the session, as marked in the script. Be sure to make enough copies for everyone.

Part IV contains the basic visual aids for the program. Each is designated in the script in the right column as V #. PowerPoint visuals are available on the Toastmasters International Web site, or you can copy the text on a flipchart.

Checklist for Club Officer Training

- ___ Training assistants appointed
- ___ Projector, computer, screen, spare bulb and extension cord set up and tested
- ___ Web access confirmed, if needed
- ___ Flipchart and easel available, along with marking pens
- ___ Visual aids ready
- ___ Handouts reproduced and available
- ___ Room arranged and well-lighted
- ___ Coffee and refreshments ordered
- ___ Supplies and reference materials on hand
- ___ Notepads and pencils available for each participant

Evaluation and Follow-up

Ask the participants to fill out the evaluation form at the end of the session. Use this information in planning future training sessions.

Evaluate the trainees' use of materials. Be sure to follow up with club leaders throughout their term. Keep in mind that learning is a continuous process. Hold formal or informal review sessions as frequently as possible. If necessary, hold a make-up session for those who were unable to attend.

PART II: Presentation of the Training Session

PRESENTER: Welcome the group and present a brief opening address focusing on the importance of the club experience in the personal development of members. The comments should be positive and highly motivational in nature, emphasizing a commitment to member service in all aspects of the Toastmasters club. Also, mention the length of the training, the location of the rest rooms and phones, and other pertinent information. But remember: Time is precious and must be controlled carefully throughout the session.

Serving as vice president membership is a great opportunity. You are responsible for helping more people enjoy the benefits of Toastmasters by increasing the club's membership. It is an exciting opportunity for you. You will learn and practice marketing and sales skills, campaign planning and public relations skills that you will be able to use in all aspects of your life.

Today we're going to discuss your role as vice president membership and how to fulfill your responsibilities. Every club officer, including you, has performance standards to meet. These standards help officers clearly understand their roles. They also help club members to better understand what to expect from club officers, to evaluate current leaders and candidates for office, and aid communication when expectations differ among club officers and members. The standards identify performance members should expect from club officers outside of each club meeting and performance they should expect from club officers at the club meeting.

In the next hour we're going to review your standards as vice president membership and discuss the steps you can follow to meet these standards. Later you'll be participating in some exercises to practice what you've learned.

HO #1**Your standards outside of the club meeting are to:**

1. Conduct ongoing membership-building programs and efforts.
2. Promote the membership goal of one new member per month.
3. Promote achieving 20 members by year-end or sooner, if the club has fewer than 20 members.
4. Promote club and Toastmasters International membership-building programs.
5. Conduct a minimum of two formal club membership programs annually.
6. Keep track of guests, new members joining, and members not attending meetings by phone, mail or e-mail.
7. Explain the educational program to all prospective members, get their commitment to join, and collect membership applications.
8. Bring the applications to the club for voting and, if the members are accepted, collect dues and fees and give them to the treasurer with the applications.
9. Attend club executive committee meetings.
10. Attend and vote at area council meetings.
11. Attend district-sponsored club officer training.
12. Arrange for a replacement if unable to attend a club meeting.
13. Prepare your successor for office.

Your standards at the club meeting are to:

1. Greet guests and have each complete a guest card.
2. Report on current membership, promote membership campaigns, and welcome new members.
3. Work with the president and vice president education to ensure each new member is formally inducted at the first meeting after being voted in by the club.
4. Help guests wishing to join complete the Application for Membership.
5. Speak with fellow members to determine if their needs are being met.

Please keep in mind it's impossible to cover every detail of your responsibilities as vice president membership today. Our goal in this session is to provide you with a basic foundation as well as with resources available from World Headquarters and the district. Feel free to ask questions. And remember to attend other sessions, all of which are intended to help you to succeed during your term of office. Of course, the TI manual, *When You Are the Vice President Membership*, is your main resource. If you don't have a copy yet, you may purchase one from TI at www.toastmasters.org.

The purpose of a Toastmasters club is to provide an environment in which members can learn communication and leadership skills. As the vice president membership of your club, you influence that environment. You serve as part of a team that consists of the president, vice president education, vice president public relations, secretary, treasurer, and sergeant at arms. Each one of you is responsible for making your club dynamic and enjoyable for all members by working together as a team and for making sure the club is recognized at least as a Distinguished Club in the Distinguished Club Program. You can accomplish this by holding regular and productive executive committee meetings and through careful goal-setting, planning, and monitoring of progress. The Distinguished Club Program recognizes clubs for achievement in

education and membership growth and will be discussed in greater detail during a separate training session.

Now let's discuss some of the standards mentioned earlier. Because of our limited time, we may not be able to discuss them all. But I would like to discuss the ones you are most concerned about. Please look at the list of standards I gave you and tell me which ones you want me to cover today.

PRESENTER: List suggestions on the flipchart. Be sure to discuss the most-requested items first, then discuss the others as time permits. This means you may have to skip around in the script instead of following it in order.

Membership Building

Members are the backbone of the Toastmasters program. As an organization of clubs and volunteers, we exist solely to serve members and help them develop communication and leadership skills that can be gained through Toastmasters.

But many people make changes or adjustments in jobs, residences, and lifestyles. Toastmasters are not immune to these changes, and perhaps you have noticed already that some of your members have difficulty making a strong commitment to the club.

VPM-V #1

Your club roster may have a healthy membership, but circumstances beyond your control could quickly change this. Anticipate these changes and work continuously to increase your membership. Even if your club has 30 or more members, you still

should bring in new members. This will give your club a stronger leadership base and provide a continuous flow of new ideas and personalities. For these reasons, every club should have a goal of at least one new member per month. If your club has fewer than 20 members, its goal should be to have a minimum of 20 members.

Reaching and keeping your club at charter strength is your most important job. Before World Headquarters can issue a charter, the prospective club must have 20 or more members. Why 20 members? Experience shows that clubs have the best chance for success when 20 or more members are available to take on the multitude of meeting roles and speaking assignments that keep a club exciting and varied.

The same rule applies to your own club as well. Twenty members are necessary to support a Toastmasters program effectively. When club membership drops below that number, the talents, abilities, and energies of those who remain are in danger of being stretched too thin.

VPM-V #3

You can build the club's membership using the following strategies:

- ▶ **Promote the benefits to current membership.** Once they join, most people are sold on Toastmasters. Still, it's always a good idea to remind members about the benefits. Meet with each person to discuss briefly how being a member has made a difference in his or her life; personal testimonials are a great way to get the ball rolling!
- ▶ **Promote the benefits to non-members.** Next, encourage your fellow members to follow your lead in bringing new members to the club. To begin with, look for extra inspiration and ideas from some of the helpful promotional brochures and booklets available through World Headquarters, including "Find Your Voice" (Item 99), "Confidence. The Voice of Leadership." (Item 101), "Clear Communication. Your Organization Needs It." (Item 103), "All About Toastmasters"

(Item 124), and “From Prospect To Guest To Member” (Item 108). You can download these items from the TI Web site, too.

How about some ready-made strategies? If you belong to a community club, send news releases to local publications and post fliers in libraries and reception areas. Do you belong to a company club? Try distributing fliers to every department or posting them in designated areas, and arrange to publish a regular notice in your in-house publication. Conduct a Speechcraft program for your community or company. Often Speechcraft participants will join your club after they experience its benefits.

Then there’s “word of mouth,” which is often the most successful strategy of all. Most people are encouraged to join Toastmasters after speaking with members who enthusiastically recommend the Toastmasters program.

- ▶ **Hold contests.** An excellent way to introduce others to the benefits of being a member and provide fun for those who are already members is to hold membership-building contests. Doing so not only benefits your membership roster, but also stimulates greater interest and involvement among your members. Your club should conduct a minimum of two formal membership programs annually.

You can create your own program. A sample program, “A Simple Membership Building Program” (Item 1621), complete with ideas regarding recognition, promotion, and tracking, is available for downloading from TI’s Web site.

Regardless of the time of year, at least one membership-building contest is being run by Toastmasters International. Use at least two of the following contests as part of your strategy for building membership:

- ***Annual Membership Program*** – In effect every day of the year, this program acknowledges individuals who sponsor five, 10, 15, or more new members.

- **Smedley Award** – This program commemorates the founding of Toastmasters International on October 22, 1924, by recognizing clubs which add five or more members during the months of August and September. Clubs that do so receive a ribbon suitable for display on their club banner and may select one item from *The Better Speaker Series*, *The Successful Club Series* or *The Leadership Excellence Series*.
- **Talk Up Toastmasters** – This membership promotion program recognizes clubs that add five members during the months of February and March, a great time to add members to any club. The club will receive a ribbon suitable for display on the club banner and may select one item from *The Better Speaker Series*, *The Successful Club Series* or *The Leadership Excellence Series*. Your district governor will be notified if your club receives this award and may recognize your club at the following district conference.
- **Beat the Clock!** – When your club adds five new, dual, or reinstated members to your roster between May 1 and June 30, it earns one item from *The Better Speaker Series*, *The Leadership Excellence Series* or *The Successful Club Series* modules and a ribbon to display on the club banner. As a bonus, your club gets credit in the Distinguished Club Program at a critical time of the year!

Be familiar with each of these contests and their objectives. Details about them are in the Membership Programs flier (Item 1620), available for downloading from the TI Web site. Finally, when planning your contest, don't forget to keep it lively, creative, and entertaining – such enthusiasm is contagious and a surefire way to attract new members! Report on progress during each club meeting.

To learn more about membership building and download the free fliers and programs I just mentioned plus other items and ideas, visit **www.toastmasters.org**.

PRESENTER: Ask participants to share what their club has done that resulted in new members joining the club.

- ▶ **Offer recognition.** Although your own efforts as an officer can go a long way in bringing in new members, former vice presidents membership agree that the individual members of each club are potentially the best promotional assets.

Recognition is an important aspect of Toastmasters achievement, and whenever current members bring in new members, they should be recognized for their efforts. Conduct *The Successful Club Series* module “Finding New Members for Your Club,” to remind everyone in your club that recruiting new members is an ongoing responsibility for them all, then introduce some special incentives. If you would like to present those who bring in a specified number of new members with an affordable gift, TI’s online store offers a variety of attractive and useful items such as jewelry, desk accessories, and speaker aids.

VPM-V #4

Transform Guests into Members

Bringing guests to your club is a step in the right direction – but how do you transform them into members?

- ▶ **Personally welcome guests and introduce them to others.** As a conscientious Toastmaster, you’ve always demonstrated friendliness and hospitality toward club visitors; now, as vice president membership, continue to set that good example by greeting guests at the door. Be sure to introduce each guest to at least one other member of your club before the meeting is called to order, and invite them to sit with you or with one of the other club officers. Since it is customary for club members and officers to wear their badges or pins, visitors will feel like “one of the

group” if guest badges (Item 231) are available. And don’t forget to have visitors sign their names in the club’s guest book (Item 84); aside from the favorable impression that a book creates, the guest book provides easily accessed contact information, allowing you to follow up each guest’s visit with a phone call or note.

- ▶ **Explain the benefits of becoming a member.** After introducing yourself, ask your guests how they happened to visit your club and what they expect to learn or achieve. Then briefly explain how your club operates and how membership helps people become better communicators and leaders.

Invite guests to attend another meeting. If a guest indicates interest in joining, ask him or her to first complete a membership application (but do not collect dues yet).

HO #2

- ▶ **Vote.** Your Toastmasters club is a private association, and club membership is by invitation. The Club Constitution specifies that prospective members be elected to membership.

Most of the time your club will accept everyone who wants to join. However, you may encounter a situation in which someone wants to join your club whose goals, personality, and/or behaviors are not supportive or compatible with those of the club. An established voting procedure gives your club the opportunity to deny membership to such a person. Of course, denial of membership cannot be based on discrimination.

Your club can use this procedure to elect someone to membership:

1. Ask the prospective member to complete and sign an Application for Membership (Item 400), available for downloading from the TI Web site. Introduce the member to the club, then excuse the applicant and guests from the room.

2. Tell the club that the prospective member wishes to join and ask for any discussion on the prospect's candidacy.
 3. At the end of the discussion, call for a vote by a show of hands or by secret ballot. The prospective member is elected to membership by a majority vote of the members present and voting.
 4. Tell the prospective member of the club's decision. If the decision is favorable, bring the applicant back into the meeting room and ask club members to welcome him or her. If the vote is not favorable, a group of officers should advise the applicant of the club's decision.
 5. Collect international dues and fees and add the new member online or, if paying by check, mail them with the Application for Membership to World Headquarters.
- ▶ **Complete a new member application.** Only when a new member is added online or an application with dues payment is received and processed by World Headquarters is a person considered a member of Toastmasters International. To avoid any delays in processing new members, ensure the Application for Membership (Form 400) is filled out accurately by following these steps:

HO #3

- Have the new member print his or her name, mailing address, and telephone number. Keep in mind that some New Member Kits delivered within the United States are sent via United Parcel Service, which does not deliver to post office boxes.
- Fill out the club's number and district; be sure to acquaint the new member with these numbers.

- Complete the “date joined” section, recording month and year only. The month listed must correspond with the prorated dues listed on the section labeled “Remittance” on the Application for Membership.
- Check the appropriate box representing the member’s status. A member can be one of the following:
 - **New:** First time joining a Toastmasters club.
 - **Reinstated:** A former member of any Toastmasters club who has a lapse in membership of at least six months.
 - **Transfer:** Currently a paid member of another Toastmasters club. Former club and district numbers must be listed in order for the member to retain continuous membership.
 - **Dual:** Recognized by Toastmasters International as a full member of more than one club. Payment of International dues is still applicable.

If a new member is being sponsored by another member, list the sponsor’s name and home club and district numbers. Also, new members should indicate which version of the New Member Kit – English, French, German, Spanish, Japanese, and Chinese, or CD – is preferred. (CDs are available only for the visually impaired.)

Anyone who joins for the first time is required to pay the \$20 New Member Fee (California clubs add sales tax). The same is true for reinstated members requiring the educational materials included in the New Member Kits. Transfer members and dual members, however, are not required to pay this fee.

Dues are prorated to \$4.50 per month, based on the April and October periods. This means that a member who joins the club in April will pay the full \$27 dues, but a member who joins in September must only pay \$4.50 dues with the \$27 semiannual dues required the following month. Transfer members, whose dues are paid in

another Toastmasters club, are exempt from submitting dues with the Application for Membership. Add the total remittance required (New Member Fee plus dues). You can sign up new members online and pay this transaction by credit card. MasterCard, VISA, Discover and AMEX are accepted for new member payments, renewal payments, and product orders. Both the applicant and a club officer must sign the application. If paying by check, send that amount to Toastmasters International in United States currency.

Make at least two copies of the application (one for the new member, one for the club file), and, if paying by check, submit the original application to Toastmasters International along with the appropriate payment. If paying by credit card, enter the information online and keep the original application in the club's permanent file. World Headquarters will send the New Member Kit (if required) directly to the new member within 48 hours after receiving the application. Remember, your new members will receive their kit faster if you submit their applications online.

Every day, World Headquarters receives phone calls and letters asking why a new member hasn't yet received the New Member Kit or the *Toastmaster* magazine. Usually this occurs for one of two reasons: either the application was filled out inaccurately, or World Headquarters never received the application. After the application is completed, check the form carefully for mistakes. To speed processing, add your new members online.

- ▶ **Welcome new members into the club.** To help the new member feel welcome, Toastmasters International strongly recommends that the club use the New Member Orientation Kit for Clubs (Item 1162). This kit has many useful materials, including a script, Induction Ceremony for New Members, and an explanation about orienting new members. This information will help the new member become acquainted with the club's educational and social structures.

Although the induction ceremony is the specific responsibility of the vice president membership, it may be performed by the club president, the vice president education, or by any senior member who can handle the ceremony with style.

PRESENTER: Ask participants to share what their clubs do to induct new members.

Once the new member has joined, remind the vice president education to assign a mentor. Mentors help new members become familiar and comfortable with the club and the educational program.

VPM-V #5

Report on Current Membership

During business meetings you may be asked to report on the club's membership. You can view your club's current membership roster on the TI Web site. The roster will show which members' dues have been paid to TI and which members' dues are not yet at TI. You can prepare your report using this information.

Of course, you should follow up with those members whose dues have lapsed. Likewise, if a new member is not showing on the roster, you can follow up to make sure the application was sent to TI. You can also use this roster to check eligibility for speech contests and other club activities.

You will also be asked to help prepare the membership roster and dues to be sent to TI World Headquarters.

Twice each year, in October and April, your club is required to send World Headquarters dues along with the names of members for whom dues are being paid. The roster is based on an invoice World Headquarters sends to your club president.

Work with the president, treasurer and secretary in verifying the names and addresses on the list and then to make any necessary corrections. Do not add the names and addresses of any new members who joined after the start of the dues period (October 1 or April 1); instead, add new members online. Alternatively, if you are paying by check, send a membership application for each new member to World Headquarters in a separate envelope.

Double check your work. An accurate dues renewal is important, and accidentally omitting someone from your list not only jeopardizes that person's eligibility for speech contests and educational awards but also removes their name from the subscription list of the *Toastmaster* magazine. Also be wary about sending in dues for people who have not paid the club. Don't assume these people will renew; if they don't, your club loses money. Once your club has submitted its renewals, you can pay for additional members as they pay you. A list of unpaid members will appear on the screen if you pay for them online.

World Headquarters sends the Dues Renewal Invoice to your club's president in early September and early March, and payment is due October 1 and April 1. At the latest, it must be received by World Headquarters on or before 5 p.m. PT October 10 and April 10 respectively. Be sure to keep a copy for your club's records. Whenever possible, submit your dues payment online. You will receive confirmation of receipt. Remember, your club receives credit in the Distinguished Club Program when the above deadlines are met.

VPM-V #6**Determine If Members' Needs Are Met**

As a club officer, your responsibility is to make sure all members are satisfied with what they are getting out of the Toastmasters club.

Contact members who have missed one meeting or more. Tell them how much they are missed and encourage them to attend the next meeting. The member may have business or family concerns which prevented attendance and are beyond the club's control. Occasionally, however, a member stops attending because he or she received an especially critical evaluation or is otherwise unhappy with club meetings or other club-related matters. Determine the reason and do what you can to resolve the matter.

A way to monitor all members' satisfaction is to use the Member Interest Survey (Item 403) and New Member Profile Sheet (Item 405), both of which are in your officer manual and can also be ordered from the online store. Discover what members enjoy about Toastmasters, what – if anything – they are dissatisfied with, and what can be done to help hold their interest in the Toastmasters program.

You also may check member satisfaction by periodically distributing the evaluation forms called Club Climate Questionnaire (Item 251C), available from the online store, to your members. This helpful tool can provide insight to the members' thoughts and feelings about the club. After evaluating the gathered data, identify ways to improve the club meeting. Whatever you do, always encourage members to remain active in the club by reviewing the social and educational benefits of Toastmasters.

Attend and vote at area council meetings

As vice president membership, you also are a member of the area council. This council serves as your club's link to the district, so represent your club members by attending council meetings and voting on the issues that affect them. Report any necessary or relevant information at your next club meeting.

Arrange for a replacement

Occasionally you may not be able to attend a club meeting or you know you will be late. In these cases, arrange for someone to handle your responsibilities for you. This will help the club to function smoothly.

As you participate in the vice president membership activities that we have just discussed, take notes and think of how you will prepare the person who will succeed you. Give all necessary materials and records to your successor, but don't stop there; offer to assist the new officer as he or she is learning the duties of vice president membership.

HO #4

PRESENTER: This handout is a list of resources for the officers. Emphasize again that the vice president membership manual is their most important resource and they should read it carefully.

HO #5,6,7,8

PRESENTER: Continue with one, two or all of the following case studies. The participant section of each case study is located in Part III for copy and distribution. Afterward, if you have time, answer questions and perhaps give a short motivational closing.

Case Study for Vice Presidents Membership:**Involving New Members****HO #5**

Objective: To find ways to involve new members so they remain active in the club.

Time: 15 minutes

- Process:**
1. Distribute copies of the case study sheet in Part III to the training session participants.
 2. Ask the group to brainstorm ways to involve new members so they remain active in the club.
 3. Record ideas on the flipchart.

Some Recommended Solutions:

- ▶ Assign each new member a role at the next meeting (Ah-counter, grammarian, etc.).
- ▶ Schedule each new member to give their Ice Breaker assignment at one of the next two meetings.
- ▶ Assign each new member a mentor to assist with their first meeting assignments.
- ▶ Contact the new member before the next meeting and tell him/her that you look forward to seeing them again.
- ▶ Make sure each new member receives their *Competent Communication* and *Competent Leadership* manuals from Toastmasters International.
- ▶ Make sure the new member is assigned experienced, sensitive evaluators for their first few manual projects.

Case Study for Vice Presidents Membership:**How to Handle a Guest Visit****HO #6**

Objective: List appropriate behaviors members should display when a guest is visiting your club.

Time: 15 minutes

Process:

1. Distribute the case study sheet in Part III.
2. Ask the participants to diagnose the case to arrive at solutions.
3. Ask the group as a whole how they would resolve the issue and write several of the suggestions on a flipchart.

Recommended Solutions:

- ▶ If time permits, greet guests with a friendly smile at the door. Ask about their background and why they chose to visit your club. Then explain how the club operates and how membership in your club can help them.
- ▶ Make guests feel welcome by letting them know they don't have to participate in the meeting, although they will be introduced to the club and are welcome to share information about themselves at that time.
- ▶ If you have not had the chance to greet a guest personally prior to the meeting, be sure to have them recognized at some point during the meeting. If the guest arrived with a member, ask that member to introduce the guest to the rest of the club.
- ▶ Encourage guests to visit again; be sure to follow up with a phone call or note.

Case Study for Vice Presidents Membership:**Getting Other Members Involved in Finding New Members****HO #7**

Objective: To identify activities that all club members can do to help the club obtain new members.

Time: 10 minutes

- Process:**
1. Distribute copies of the case study sheet in Part III to the training session participants.
 2. Ask participants to brainstorm activities that all club members can do to help the club attract new members.
 3. Record ideas on a flipchart.

Some Recommended Solutions:

- ▶ Invite friends, relatives and coworkers to club meetings.
- ▶ Wear your membership pin every day.
- ▶ Leave fliers, brochures and TI magazines in reception areas, employee break rooms and on bulletin boards.

PART III: Handouts

The following handouts may be reproduced for distribution to your training session participants. Make certain you accurately project the number of attendees so you have enough.

Feel free to revise the material to suit your own style.

HO #1

VICE PRESIDENT MEMBERSHIP STANDARDS

Outside of the club meeting

1. Conduct ongoing membership-building programs.
2. Promote the membership goal of one new member per month.
3. Promote achieving 20 members by year-end or sooner, if the club has fewer than 20 members.
4. Promote club and Toastmasters International membership-building programs.
5. Conduct a minimum of two formal club membership programs annually.
6. Keep track of guests, new members joining, and members not attending meetings. Follow up by phone, mail or e-mail.
7. Explain the educational program to the prospective members, get their commitment to join, and collect membership applications.
8. Bring the applications to the club for voting and, if the members are accepted, collect dues and fees and give them to the treasurer with the applications.
9. Attend club executive committee meetings.
10. Attend and vote at area council meetings.
11. Attend district-sponsored club officer training.
12. Arrange for a replacement if unable to attend a club meeting.
13. Prepare your successor for office.

At the club meeting

1. Greet guests and have each complete a guest card.
2. Report on current membership, promote membership campaigns, and welcome new members.
3. Work with the president and vice president education to ensure each new member is formally inducted at the first meeting after being voted in by the club.
4. Help guests wishing to join to complete the Application for Membership.
5. Speak with fellow members to determine if their needs are being met.

HO #2

Procedure for Voting In Members

Your Toastmasters club is a private association, and club membership is by invitation. The Club Constitution specifies that prospective members be elected to membership. Voting in members is not an option, it is a requirement.

Most of the time your club will accept everyone who wants to join. However, you may encounter a situation in which someone wants to join your club whose goals, personality, and/or behaviors are not supportive or compatible with those of the club. An established voting procedure gives your club the opportunity to deny membership to such a person. Of course, denial of membership cannot be based on discrimination.

Your club can use this procedure to elect someone to membership:

1. Ask the prospective member to complete and sign an Application for Membership (Form 400).
Introduce the member to the club, then excuse the applicant and guests from the room.
2. Tell the club that the prospective member wishes to join and ask for any discussion on the prospect's candidacy.
3. At the end of the discussion, call for a vote by a show of hands or by secret ballot. The prospective member is elected to membership by a majority vote of the members present and voting.
4. Tell the prospective member of the club's decision. If the decision is favorable, bring the applicant back into the meeting room and ask club members to welcome him or her. If the vote is not favorable, a group of officers should advise the applicant of the club's decision.
5. Collect international dues and fees and either add the new member online or mail the dues and fees with the Application for Membership to World Headquarters.

Many clubs conduct this procedure at the end of the meeting, rather than at the beginning.

Membership Application

CLUBS WITHIN DISTRICTS

For faster service, add and pay for your new members online

Club Number:

District Number:

Month / Year Joined: /

Club Name: _____ City: _____

Membership Type:

- New
- Reinstated (break in membership)
- Renewing (no break in membership)
- Dual
- Transfer from club number / name

Member # (if known)

LAST NAME / SURNAME / FAMILY NAME:

FIRST NAME / GIVEN NAME:

MIDDLE INITIAL / NAME:

OTHER ADDRESS INFO (FLOOR NUMBER, BUILDING NUMBER, MAIL STOP):

ADDRESS LINE 1 (APARTMENT OR SUITE NUMBER):

ADDRESS LINE 2 (HOUSE / BUILDING NUMBER, STREET NAME):

CITY:

STATE / PROVINCE:

- MALE
- FEMALE

COUNTRY:

ZIP / POSTAL CODE:

HOME PHONE NUMBER:

CELL PHONE NUMBER:

WORK PHONE NUMBER:

FAX NUMBER:

E-MAIL: _____

New Member Kit preference for new members only:

- English
- French
- Spanish
- Japanese
- Chinese (Traditional)
- Chinese (Simplified)
- German
- Cassette Tape (visually impaired only)

Selected materials in the new member kit are available in English only.

Please do not send promotions to me from Toastmasters International's partners.

NEW/REINSTATED/DUAL MEMBER SPONSOR: The person who recruited and/or encouraged the member to join.

NOTE: TO ENSURE PROPER CREDIT, THE SPONSOR'S FULL FIRST AND LAST NAME AND HOME CLUB NUMBER MUST APPEAR.

LAST NAME / SURNAME / FAMILY NAME:

FIRST NAME / GIVEN NAME:

MIDDLE INITIAL / NAME:

SPONSOR'S DISTRICT NUMBER:

SPONSOR'S HOME CLUB NUMBER:

MEMBER NUMBER (if known)

PLEASE READ AND COMPLETE THE OTHER SIDE

1. NEW MEMBER FEE U.S. \$20.00 \$ _____
Paid only by new members. Covers costs of the New Member Kit and processing.
- 1a. California clubs add 7.75% sales tax (\$1.55) \$ _____
2. Membership Dues (all members)
Pro-rated at \$4.50 per month. Month chosen must match "month/year joined" listed on previous page.
- | | | | | |
|-----------------------------------|----|------------------------------------|--------------|----------|
| <input type="checkbox"/> October | or | <input type="checkbox"/> April | U.S. \$27.00 | \$ _____ |
| <input type="checkbox"/> November | or | <input type="checkbox"/> May | 22.50 | _____ |
| <input type="checkbox"/> December | or | <input type="checkbox"/> June | 18.00 | _____ |
| <input type="checkbox"/> January | or | <input type="checkbox"/> July | 13.50 | _____ |
| <input type="checkbox"/> February | or | <input type="checkbox"/> August | 9.00 | _____ |
| <input type="checkbox"/> March | or | <input type="checkbox"/> September | 4.50 | _____ |
3. Total of 1, 1a, and 2 \$ _____

CLUB DUES WORKSHEET FOR CLUB USE ONLY	
International fees and dues: (from Line 3 on left)	\$ _____
Club New Member Fee:	_____
Club Dues:	_____
Total:	\$ _____

By my signature below, I agree to the terms of *A Toastmaster's Promise*, and the *Indemnification and Release* stated below, and certify that I am 18 years of age or older, in compliance with the Toastmasters International Club Constitution.

SIGNED: _____
APPLICANT

By my signature below, I certify that this individual has joined the Toastmasters club identified above. As a club, we will ensure that this member receives proper orientation and mentoring.

SIGNED: _____
CLUB OFFICER

In order for this application to be valid both signatures are required.

PAYMENT INFORMATION Choose one:

- Check: No. _____ Amount \$ _____
- Credit Card: MC Visa American Express Discover
- Card No. _____ Exp. Date _____
- Signature / Name on Card _____
- Other _____

Check or money order in US funds drawn on a US bank, or credit card payment, must be included. Line 3 is the amount payable to Toastmasters International.

NOTE: Your club may also charge dues to meet club expenses. Unfortunately, WHQ is unable to charge club dues on the credit card submitted. Club dues must be paid directly to the club. See second column for details. Dues and fees are payable in advance and are not refundable or transferable.

MEMBER'S AGREEMENT AND RELEASE:

Consistent with my desire to take personal responsibility for my conduct, individually and as a member of a Toastmasters club, I agree to abide by the principles contained in "A Toastmaster's Promise" and the governing documents and policies of Toastmasters International and my club. I will refrain from any form of discrimination, harassment, derogatory, illegal, or unethical conduct, and I understand that if I engage in such conduct, I may be responsible to reimburse Toastmasters International, my club or other clubs, or other individuals involved with Toastmasters, for any damages, losses, or costs resulting from my conduct. Understanding that Toastmasters programs are conducted by volunteers who cannot be effectively screened or supervised by Toastmasters International or its clubs, I release and discharge Toastmasters International, its clubs, governing bodies, and representatives from any liability for the intentional or negligent acts or omissions of any member or officer of my club or other clubs, or any officer of Toastmasters International.

By submitting this application, I agree to the collection, use and processing of the personal information I provide to Toastmasters in this Membership Application for the purposes of organization administration, payment of my dues, and inclusion of my contact information in a members' directory that will be distributed to members and employees of Toastmasters. By submitting my personal information to Toastmasters, I also agree that my information may be accessed and used by Toastmasters and its employees and agents, and will be transferred to countries that are not regarded as having adequate data protection, including to Toastmasters' headquarters in the United States. I agree to notify addresschanges@toastmasters.org of any change to my personal information, including making any requests to check, delete or correct my personal information, so that it is accurate and current. I understand that the majority of the data requested in this application is necessary for administrative and planning purposes, and that the failure to provide this information may prevent my application from being properly processed or inclusion of my contact information in the members' directory.

A TOASTMASTER'S PROMISE

As a member of Toastmasters International and my club, I promise ...

- ♣ To attend club meetings regularly;
- ♣ To prepare all of my speeches to the best of my ability, basing them on projects in the *Competent Communication* manual, the *Advanced Communication* manuals or *Competent Leadership* manual;
- ♣ To prepare for and fulfill meeting assignments;
- ♣ To provide fellow members with helpful, constructive evaluations;
- ♣ To help the club maintain the positive, friendly environment necessary for all members to learn and grow;
- ♣ To serve my club as an officer when called upon to do so;
- ♣ To treat my fellow club members and our guests with respect and courtesy;
- ♣ To bring guests to club meetings so they can see the benefits Toastmasters membership offers;
- ♣ To adhere to the guidelines and rules for all Toastmasters educational and recognition programs;
- ♣ To maintain honest and highly ethical standards during the conduct of all Toastmasters activities.

CLUB OFFICER – Please keep a copy for your club's records. If paying online, go to members.toastmasters.org, and log in. If mailing, send to: Membership Records, Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA. If faxing, send to: 949-858-1207. NOTE: Please submit information via one method only to avoid duplication. For fastest results, enter new members online.

HO #4

RESOURCES LIST

Achieving Success as Vice President Membership

Following are some materials you may want to order to ensure a successful term as vice president membership:

QUANTITY		TOTAL
_____ 1310K	Vice President Membership Essentials \$16.00	\$ _____
_____ 1205	Catalog (up to 4 free) \$1.00	\$ _____
_____ 84	Guest Book \$8.00	\$ _____
_____ 99	Find Your Voice. First 20 no charge – each additional \$.20	\$ _____
_____ 101	Confidence. The Voice of Leadership. First 20 no charge – each additional \$.20	\$ _____
_____ 103	Clear Communication. Your Organization Needs It. \$.50	\$ _____
_____ 108	From Prospect, To Guest, To Member... Prospecting for and signing new members 3 no charge – each additional \$.25	\$ _____
_____ 115	Toastmasters Can Help... Flier promotes how to gain confidence through membership (50 each) \$2.50	\$ _____
_____ 121	How To Build A Toastmasters Club... Everything you need to know about building a new club in eight weeks \$2.00	\$ _____
_____ 124	All About Toastmasters \$.25	\$ _____
_____ 205	Speechcraft \$20.00	\$ _____
_____ 231	Guest Badge/Visitor's Card \$3.50	\$ _____
_____ 251C	Club Climate Questionnaire \$1.50	\$ _____
_____ 291	Finding New Members For Your Club \$4.50	\$ _____
_____ 292	Closing the Sale \$4.50	\$ _____
_____ 344	Guest Invitation Card (25 cards and envelopes) \$5.25	\$ _____
_____ 348	Invitation to Membership (25 cards and envelopes) \$5.25	\$ _____

_____ 354	Your Membership Provides... 1-page flier Set of 25 no charge – each additional set \$1.25	\$ _____
_____ 367	Promotional Poster... poster used in conjunction with promotional pamphlets (Set of 5) \$4.00	\$ _____
_____ 400	Application for Membership (Pad of 20)	\$ <u> N/C </u>
_____ 403	Member Interest Survey... Can be used in helping to plan club programs around needs and interest of members (Pad of 25) \$1.75	\$ _____
_____ 405	New Member Profile Sheet... Outline for introducing new members to Toastmasters and determining their goals and how to meet them (Set of 10) \$1.00	\$ _____
_____ 904	Visitor's Card... Handy information card for club guests to complete (30 each) \$2.25	\$ _____
_____ 912	Meeting Reminder Cards (Set of 20) \$2.75	\$ _____
_____ 1111	Distinguished Club Program/Club Success Plan \$1.25	\$ _____
_____ 1158	How To Rebuild a Toastmasters Club.. Guidelines for reviving a struggling club. \$1.00	\$ _____
_____ 1159	Membership Growth Manual... An array of ideas for attracting new members \$2.50	\$ _____
_____ 1160	Membership Building Kit... Collection of promotional brochures and booklets in a handsome folder \$10.00	\$ _____
_____ 1162	New Member Orientation Kit For Clubs... Folder containing everything your club needs to orient and induct new members \$5.50	\$ _____
_____ 1167	Toastmasters and You... For new members before they get their New Member Kit from WHQ \$3.50	\$ _____
_____ 1167A	Package of five "Toastmasters and You" Kits \$15.00	\$ _____
_____ 1310C	When You Are the Vice President Membership manual \$2.50	\$ _____
_____ 1327	Prospective Member Follow-Up... Useful chart for following up guests' visits (10 each) \$1.75	\$ _____

_____ 1620 **Membership Programs flier...**Explains current annual membership building program and awards (3 per club) \$ N/C

_____ 1621 **A Simple Membership Building Program...**Easy to follow guidelines for conducting a membership building program in your club (3 per club) \$ N/C

TOTAL \$ _____

CA clubs add 7.75% \$ _____

TOTAL AMOUNT \$ _____

Mail to: Toastmasters International
 P.O. Box 9052, Mission Viejo, CA 92690 USA
 or telephone 949-858-8255, Fax No. 949-858-1207

U.S. SHIPPING CHARGES

WEIGHT	STANDARD	1 DAY COURIER	2 DAY COURIER
.00 - .81	\$3.50	\$20.50	\$10.25
.82 - 2.00	\$5.00	\$26.80	\$11.65
2.01 - 3.00	\$5.75	\$29.15	\$12.85
3.01 - 4.00	\$6.10	\$31.55	\$14.20
4.01 - 5.00	\$6.50	\$33.85	\$15.60
5.01 - 6.00	\$6.60	\$36.15	\$17.05
6.01 - 7.00	\$6.75	\$38.35	\$18.55
7.01 - 8.00	\$7.00	\$40.55	\$20.10
8.01 - 9.00	\$7.25	\$42.70	\$21.75
9.01 - 10.00	\$7.50	\$44.85	\$23.30
10.01 and up	\$7.75 + .75 Each additional lb. (or portion thereof)	\$47.00 + \$2.00 each additional lb. (or portion thereof)	\$24.75 + \$1.50 each additional lb. (or portion thereof)

For fastest service, order online at www.toastmasters.org/shop
 See current catalog for International rates.

PAYMENT MUST ACCOMPANY ORDER

___ Enclosed is my check in the amount of \$ _____ (U.S.) **OR**

___ Please bill against my MasterCard / VISA / AMEX / Discover (Circle one)

Credit Card No. _____ Expiration Date _____

Signature _____

Name _____

Club No. _____ Club Name _____

Address _____

City _____ State/Province _____

Country _____ Postal Code _____

E-mail _____ Phone No. _____

HO #5

CASE STUDY #1

CASE STUDY FOR VICE PRESIDENTS MEMBERSHIP: INVOLVING NEW MEMBERS

In the past few months five people joined your club, but none are coming to meetings now. What can you do to encourage new members to come to meetings and participate?

HO #6

CASE STUDY #2

CASE STUDY FOR VICE PRESIDENTS MEMBERSHIP:

How to Handle a Guest Visit

Another meeting has just ended. Two members brought guests with them, but since they all arrived just before the meeting was called to order, you haven't had a chance to speak with them until this moment. You approach the guests, introduce yourself and ask them what they thought of the meeting.

"It was very interesting," answers the first guest. The other nods her head in agreement, then adds, "It was nice meeting you"—and moves toward the door. The other guest follows.

What could you have done differently to encourage these guests to join your club?

HO #7

CASE STUDY #3

CASE STUDY FOR VICE PRESIDENTS MEMBERSHIP: GETTING OTHER MEMBERS INVOLVED IN FINDING NEW MEMBERS

Your club's members seem to think that finding new members for the club is your job, and they rely on you to do it yourself. But keeping the club at a healthy membership level is everyone's responsibility, not just yours. What can you ask other club members to do to help the club get new members?

HO #8

Evaluation Form

Date: _____ Program Name: _____

Facilitator: _____

On a scale of one to five, five being the highest rating, please rate the course and facilitator on the following items by circling the number you find most appropriate:

- | | | | | | |
|--|---|---|---|---|---|
| 1. How relevant was this session to your job in Toastmasters? | 1 | 2 | 3 | 4 | 5 |
| 2. Rate the following: | | | | | |
| Course content | 1 | 2 | 3 | 4 | 5 |
| Course material | 1 | 2 | 3 | 4 | 5 |
| Facilitator | 1 | 2 | 3 | 4 | 5 |
| Activities/exercises | 1 | 2 | 3 | 4 | 5 |
| 3. Were the objectives clearly stated? | 1 | 2 | 3 | 4 | 5 |
| 4. How was the lesson plan organized? | 1 | 2 | 3 | 4 | 5 |
| 5. Did the instructional methods clearly illustrate the instructor's plan? | 1 | 2 | 3 | 4 | 5 |
| 6. To what extent did the visual aids add to your understanding of the presentation? | 1 | 2 | 3 | 4 | 5 |
| 7. How were the meeting facilities? | 1 | 2 | 3 | 4 | 5 |
| 8. What are two things you learned that will make you a more effective club officer? | | | | | |

Additional Comments:

PART IV: Visual Aids Copy

Materials on the following pages are designed specifically for the presenter to use in conducting the training session. To use them as a PowerPoint show, you will need a laptop computer, data projector and screen, and slides that you can download from the TI Web site. Or you can reproduce them as transparencies for use on an overhead projector, or handwrite them on a flipchart.

In the right-hand column of the script are keys for visual aids. Their placement indicates the points at which they should be displayed. Each is numbered. For example, VPM-V #1 stands for “the first visual.” You also may use the right-hand margin for making notes.

Tips

1. Show the visual aid only while you are talking about it. If you’re using PowerPoint, click on the next slide when you are ready to discuss it.
2. Be sure everyone in the audience can see the visuals clearly. Visibility to the people at the rear of the room is your guide.
3. Talk to the audience, not to the visual. Maintain eye contact even when your listeners are looking at the visual. This will help you judge their understanding.
4. Don’t overdo it. You need not illustrate every point in the speech.
5. Rehearse. Nothing is more important than adequate preparation. Know how and when you will use the visual, and practice so you will make a smooth presentation. Anticipate all possible problems, especially when electronic equipment is involved.
6. Remember...be as professional as possible.