**INSTRUCTIONS:** On the front, rate each standard (1 is low, 10 is high) and comment as needed. Ratings should prioritize consistency and quality of meeting each standard. Then give an overall score for this Moment of Truth. Use the back side for detailed planning.

# MoT #5: Membership Strength

Standard 1: Club has 20 or more members

1 2 3 4 5 6 7 8 9 10

Standard 2: Members are retained

1 2 3 4 5 6 7 8 9 10

Standard 3: Promotion of club in the community within its organization

1 2 3 4 5 6 7 8 9 10

Standard 4: Club programs varied and exciting

1 2 3 4 5 6 7 8 9 10

Standard 5: Toastmasters sponsoring new members recognized

1 2 3 4 5 6 7 8 9 10

Standard 6: Regular membership-building programs

1 2 3 4 5 6 7 8 9 10

Overall:

1 2 3 4 5 6 7 8 9 10

Based on the ratings you’ve made, what 3 standards could most use improvement?

What would getting the next rating up look like? What benefits and value would there be?

What would we need to do to achieve that next rating?

Who would do what by when?