



VICE PRESIDENT MEMBERSHIP

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

By initiating contact with guests, helping them feel welcome and providing them with the information they need to join, you help maintain a constant influx of new people into your club. You also attentively monitor membership levels and strategize with the rest of the executive committee about how to overcome membership challenges when they occur.

CLUB CONSTITUTION FOR CLUBS OF TOASTMASTERS INTERNATIONAL

Article VII: Duties of Officers, Section 3

The vice president membership is the third ranking club officer and is responsible for planning, organizing, and directing a program that ensures individual member retention and growth in club individual membership. The vice president membership chairs the membership committee. The vice president membership serves as one of this club's representatives on the area council and shall take no action binding upon this club without either specific prior authorization or subsequent ratification by this club.

NEW MEMBER INDUCTION

Inducting officer:

"Membership in Toastmasters is a privilege, and the only way to gain the benefits of our program is to actively participate.

Do you, (names), promise to be active members of this club, to attend meetings regularly and prepare fully for your duties? Do you also promise to fulfill the other points in the Toastmaster's Promise?" (You can list additional points if you wish.) (Members reply, "Yes.")

Then turn to the club and ask:

"Do you, the members of X Toastmasters club, promise to support (names) as they work the Toastmasters program?" (The club members say, "Yes.") "It is my pleasure to declare you installed as members of X Toastmasters club." (If your club presents a Toastmasters pin to members, do it at this time.)

VICE PRESIDENT MEMBERSHIP RESPONSIBILITIES

Recruit New Members

You lead the club's efforts to continually increase membership.

Promote the goal of one new member per month and, if the club has fewer than 20 members, achieving 20 members by year-end or sooner.

Conduct Membership-building Programs

You organize and promote the club's participation in the Smedley Award, Talk Up Toastmasters and Beat the Clock membership programs. For information about these programs, go to www.toastmasters.org/membershipprograms.

Encourage club members to gain recognition in the form of a Sponsor Award by sponsoring five, 10 or 15 new members.

Stay current on all new developments via *The Leader Letter*.

Assist Guests

You collect and manage paperwork in the application process. Organize and participate in a Membership Committee tasked with considering all new member applications. Be sure new memberships are voted on by a majority of club members. See the *Club Constitution for Clubs of Toastmasters International*, Article II, Section 2: Admission to Membership.

Make contact with guests and encourage fellow club members to always help guests feel welcome. Have each guest fill out a **Guest Information Card and Badge** (Item 231).

Distribute **Guest Packets** (Item 387) with fliers that include your club information.

Answer emails, phone calls and other inquiries from prospective members and encourage them to visit the next club meeting.

Arrange a vote and induction ceremony for any joining member.

Process Membership Applications

You manage the paperwork involved in the application process.

Collect initial dues payments and applications from members and submit them to the treasurer.

Keep track of guests who have not joined and members who have not been attending meetings and follow up with them to encourage them to join or recommit to the club.

SUMMARY OF RESPONSIBILITIES

Before Club Meetings

- Make a list of the new members who have joined the club since the last meeting and contact the club president to coordinate an induction ceremony at the next meeting.
- Make **Guest Packets** to distribute to guests at the meeting.
- Contact former guests who have not joined and members who have not been attending recent meetings and gently persuade and encourage them to come to the next club meeting.

Upon Arrival at Club Meetings

- Greet all guests and members at the door and welcome them to the meeting.
- Provide all guests with **Guest Packets**.
- Answer any questions guests may have about the club.

After Club Meetings

- Meet with guests to answer questions and explain the benefits of Toastmasters.
- Invite guests to join the club or to attend another club meeting if they are hesitant to join.
- Help guests who do wish to join to complete the **Membership Application** (www.toastmasters.org/membershipapps).

COMMON SCENARIOS VICE PRESIDENTS MEMBERSHIP FACE

Following are examples of scenarios you may encounter in your role as vice president membership and suggestions for how to resolve them. As you successfully respond to your own experiences in this role, be sure to share them with the Club Quality and Service Team at World Headquarters (clubquality@toastmasters.org).

Scenario: Your club is experiencing rapid turnover in membership; members sign up, stay for a few weeks, then move on.

Possible solutions: Encourage members to keep meetings lively, to start and end on time, to keep a positive atmosphere and to vary activities with a special event, themed meeting or guest speaker.

Contact lapsed club members and invite them to a special event.

Nominate a “Snackmaster” to bring food to each meeting.
Always recognize member achievements—even the small ones.

Keep new guests coming in to replace lapsed members.

Scenario: Your club loses members during summer and winter holidays.

Possible solutions: Schedule a club special event in January and September; make an effort to contact all members after they return from their vacations.

Scenario: You suffer a sudden loss of members in your company club due to layoffs.

Possible solutions: Organize a Speechcraft for the company to attract new members. Make sure the club meetings are mentioned on the company intranet, in newsletters and so on.

Vice President Membership Resources

Success 101 (Item 1622)

www.toastmasters.org/1622

Membership program information

www.toastmasters.org/membershipprograms

Distinguished Club Program

and Club Success Plan (Item 1111)

www.toastmasters.org/1111

Membership Growth

www.toastmasters.org/1159

Speechcraft information

www.toastmasters.org/speechcraft