

VPM = Plans, organizes and directs a program that ensures retention and growth in individual membership

Important Deadlines

- Most clubs have to have dues received by TI by September 30 AND March 30 yearly (some earlier)
- Dues notices to be distributed to club members by August 30 AND February 28

Yearly Membership Contests

- Smedley Award = Fall
- Talk Up Toastmasters = Spring
- Beat the Clock = Summer
- Annual Membership Program = Ongoing

TI suggests goal of 1 new member every month - DCP rewards you for 8 new members per year

Club with 12 or less members are eligible for a club coach.

A sample VPM program

- Make every guest feel welcome
- Don't provide (unnecessary) barriers to guests joining
- Orient new members quickly
- Ensure mentoring is occurring
- Conduct Moments of Truth yearly along with Member Interest Survey / Club Climate Questionnaire to ensure you retain members
- Distribute dues notices on time
- Submit dues on time

Get Help!

Members need your assistance to complete at least four of their CL goals:

- CL#6 "Help Organize a Club Membership Campaign or Contest"
- CL#8 "Membership Campaign or Contest Chair"
- CL#9 "Mentor for a New Member or Existing Member"
- CL#10 "Membership Campaign Chair"

All clubs to maintain or attain "charter strength" = 20 members

Remember:

Clubs lose approximately 1/3 of members yearly. If you are not adding new members then you are losing ground.

Helpful VPM resources

Member Interest Survey	toastmasters.org/403
New Member Orientation Kit	toastmasters.org/1162
Club Climate Questionnaire	toastmasters.org/251c
Moments of Truth	toastmasters.org/290dcd
Club Standards Chart	toastmasters.org/290B

Work with your VPR to make sure club contact information is correct and consistent. If people can't find you, they can't join!

Tip:

Sign into toastmasters.org and you will get access to your club roster along with contact information for each of your members. Add members online or update member information instantly.