

# 8 Weeks back to Health

District 60 / 86 Toastmasters

All over the world people are joining Toastmasters. People join and become better communicators and leaders. Given time and practice people gain the confidence to become more effective in their relationships, their families, and their positions of employment. Sometimes our success is why our clubs loose members due to changes caused by the success of the member.

For the long term health of our clubs; we must continue to build our club membership.

Over the past few years Districts have been successful at helping others to form 100's of clubs. Our district has been successful at forming brand new clubs in a period of 8 weeks or less.

The following guideline has been formed using our club building system as a model and is meant to provide you with a version that you can use to rebuild your club.

**First things first:** How does your club measure up?

<b>Is your club new member friendly?</b>	When a guest comes to your club do they get an explanation of each of the roles?  Do you have a package to give your guests so they can see that they will benefit from membership?
<b>How big is your club?</b>	If your club is below 12 it is likely that your members are doing double duties. This can be daunting for a guest to see. Make sure to explain this process to help them feel more comfortable.
<b>Commitment factor?</b>	This is the percentage of members who attend a meeting versus the total membership. If the clubs commitment factor is too low, you will need to find out why. Conduct a Moments of Truth workshop as soon as possible. A low commitment factor is anything under 50%.
<b>Guests ready to Join?</b>	The ultimate way to measure the success of your club is to record the percentage of guests that join your club. If the joining guests percentage is less than 60%. Review your club and the process.

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## **People People People**

Our best success in building a club has been in a corporate setting. Mostly this is because they have the people first. Once you have a club that measures up, you are ready to show your guests what they will get.

Here are some of the things you can do to get them to come:

- Schedule a special meeting with a guest speaker who will talk about a topic that the people are interested in.
- Have an awards meeting. Invite friends to witness the recognition of member achievements.
- Invite guests to your club contests.
- Host a thematic meeting to pique the public's interest.
- Host a leadership series workshop
- If you are a corporate club, invite corporate leadership to the club.

This is not meant to be a complete list. Your imagination is your only limit.

Once you are ready to start get your Area and Division Governors involved. They can help you with speakers. They can help fill meeting roles.

When you have these meetings try not to oversell. Run your meeting the way that works for you.

When your meeting runs well the guests will be ready to join. Simply provide them with a package and show them how easy it is to join.

Remember to ask the person to join.

Ask them “ When you join this club, what do you think you will get? “

Information about growing and keeping strong clubs is available at [www.jmactm.com](http://www.jmactm.com) or I can be contacted at [jmac@jmactm.com](mailto:jmac@jmactm.com).

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## Suggested Program

Week	Notes
<p>WEEK 1 TAKE STOCK - VISIT</p>	<p>1. a) When did they get the last new member? 2. b) What % of guests join?</p> <p>Review:</p> <ul style="list-style-type: none"> <li>• how many members, why?</li> <li>• how friendly, welcome, attitude</li> <li>• attendance - commitment factor</li> <li>• leadership</li> <li>• energy</li> </ul>
<p>WEEK 2 PLAN A STRATEGY WITH THE EXECUTIVE</p>	<p><b>FULL AGENDA</b></p> <ul style="list-style-type: none"> <li>• 2 speakers</li> <li>• from outside the club if necessary</li> <li>• audience - invite past members, other clubs, everyone to bring a guest</li> <li>• Fill next week's agenda</li> </ul>
<p>WEEK 3 ELECT EXECUTIVE</p>	<ul style="list-style-type: none"> <li>• Recap how many members, what went well</li> <li>• 2 speakers _ from inside the club</li> <li>• audience - invite past members, other clubs, everyone to bring a guest</li> <li>• Fill next week's agenda</li> <li>• Promote in Community</li> </ul>
<p>WEEK 4 EXECUTIVE MEETING</p>	<p><b>How are things going and what still needs to be done?</b></p> <ul style="list-style-type: none"> <li>• Recap how many members, what went well</li> <li>• 2 speakers _ from inside the club</li> <li>• audience - invite past members, other clubs, everyone to bring a guest</li> <li>• Fill next week's agenda</li> <li>• Promote in Community</li> </ul>

Week	Notes
<p>WEEK 5 EDUCATE MEMBERS OF EXECUTIVE ROLES</p>	<p><b>Take Stock again</b> How are things going and what still needs to be done?</p> <ul style="list-style-type: none"> <li>• Recap how many members, what went well</li> <li>• 2 speakers _ from inside the club</li> <li>• audience - invite past members, other clubs, everyone to bring a guest</li> <li>• Fill next week's agenda</li> <li>• Promote in Community</li> </ul>
<p>WEEK 6 NEW MEMBER PACKAGE</p>	<p><b>Make it easy to join</b> Rates, agenda, membership form Guests to bring back form the next week New members to fill out form re: their goals</p> <p>How are things going and what still needs to be done?</p> <ul style="list-style-type: none"> <li>• Recap how many members, what went well</li> <li>• 2 speakers _ from inside the club</li> <li>• audience - invite past members, other clubs, everyone to bring a guest</li> <li>• Fill next week's agenda</li> <li>• Promote in Community</li> </ul>
<p>WEEK 7 &amp; 8 AWARDS MEETING</p>	<p><b>Celebrate the growth and achievement</b> <b>Assign Roles</b></p> <p>How are things going and what still needs to be done?</p> <ul style="list-style-type: none"> <li>• Recap how many members, what went well</li> <li>• 2 speakers _ from inside the club</li> <li>• audience - invite past members, other clubs, everyone to bring a guest</li> <li>• Fill next week's agenda</li> <li>• Promote in Community</li> </ul>