

# VICE PRESIDENT MEMBERSHIP

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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.

## **VICE PRESIDENT MEMBERSHIP RESPONSIBILITIES**

### **Recruit New Members**

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

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

### **Conduct Membership-building Programs**

**Club 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](http://www.toastmasters.org/MembershipPrograms).

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

*Note:* Members who simply facilitate the new member registration do not qualify for an award.

To qualify, members must be influential in the new, dual, or reinstating member joining your club. For information about this program, please visit [www.toastmasters.org/AMPA](http://www.toastmasters.org/AMPA).

### **Assist Guests**

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

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.

### **Process Membership Applications**

You collect and manage paperwork in the application process. Collect initial dues payments and applications from prospective members and submit them to the Treasurer.

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.

Arrange a vote and induction ceremony for any joining member.

## **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](http://www.toastmasters.org/MembershipApps)).

### **Outside Club Meetings**

- Attend and vote at Area Council meetings.

## **VICE PRESIDENT MEMBERSHIP RESOURCES**

Success 101 (Item 1622)	<a href="http://www.toastmasters.org/Success-101">www.toastmasters.org/Success-101</a>
Membership program information	<a href="http://www.toastmasters.org/MembershipPrograms">www.toastmasters.org/MembershipPrograms</a>
Distinguished Club Program and Club Success Plan (Item 1111)	<a href="http://www.toastmasters.org/1111">www.toastmasters.org/1111</a>
Membership Growth (Item 1159)	<a href="http://www.toastmasters.org/1159">www.toastmasters.org/1159</a>
Speechcraft information	<a href="http://www.toastmasters.org/Speechcraft">www.toastmasters.org/Speechcraft</a>

## **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.)

## **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 and Member Support team at World Headquarters (clubofficers@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.

Survey lapsed members on the reasons why they did not continue their membership with the club.

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. If in compliance with your corporate policies, discuss changing the club type to a community club.