

The Power of Seven

VP Membership
Toastmasters Leadership Institute
Summer, 2009

Packet Handouts Needed:
#2 - Resources Checklist

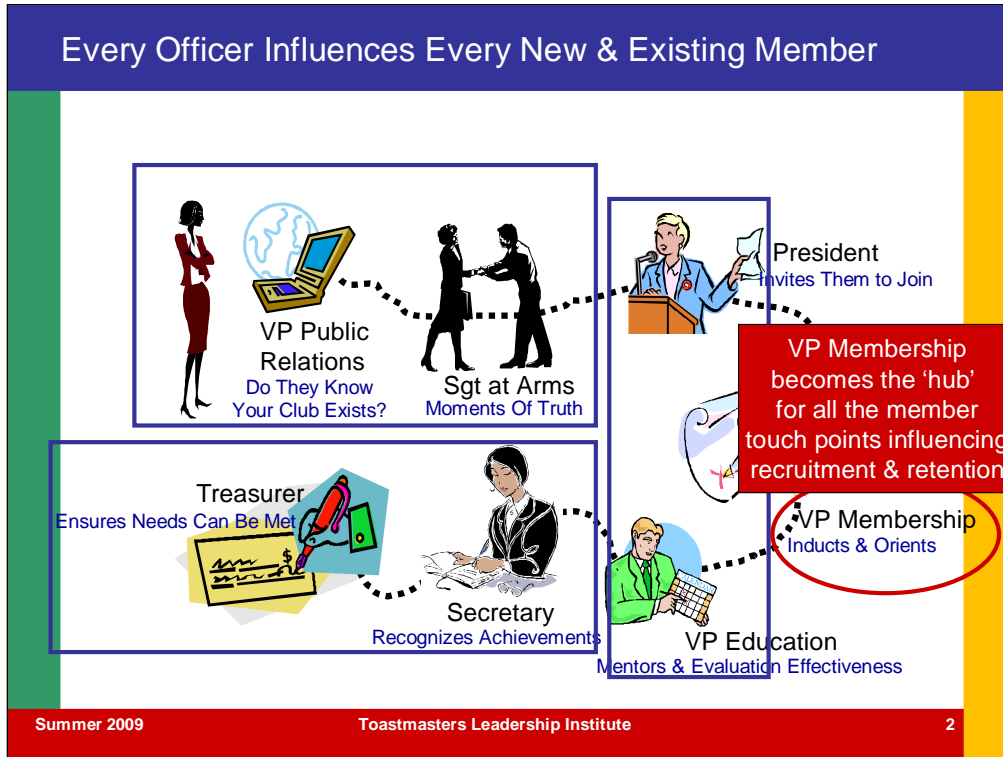


0:00 – 0:05 (5 minutes)

Welcome Officers to the session

Icebreaker: Depending on group size, go around the room or break into groups and make introductions with the following 3 items:

- Your First Name
- # of Years in Toastmasters
- Do you believe you communicate better by phone or in person?



0:05 – 0:08 (2 minutes)

Toastmasters International requires a minimum of three, but recommends seven officers to lead each club. Each of those seven officers has a specific responsibility when it comes to building and retaining the club membership

[Click] As VPs Membership, the option was to NOT fuse you with other officers at this time. Rather, to discuss with you how your role becomes the hub of the member recruitment/member satisfaction/member retention “Trifecta” to club success.

Discuss why these roles are fused: key discussion results include...

- You work with the VPPR & SAA to establish the mutually supportive environment that reflects your club personality/identity
- You work with the Sec/Treas to track membership, member recognition and prepare members for dues renewals
- You work with the President & VP Education to maintain charter strength membership to enable the club to become a distinguished club AND you represent your club at the Area level as part of the Area Council.

Session Objectives

- Improve understanding of how the VP Membership work together will all officers to achieve club success goals and grow future club leaders
- Answer your questions
- Ensure you know where to find information



0:08 – 0:10 (2 minutes)

[Review the session objectives]

[Add any further objectives from participants to the session 'Parking Lot']

Reminder, it is the role of the seven officers to ensure members have every opportunity to become the speakers and leaders they want to be.

Synergizing VP Membership with the Exec Team

VP Membership

- Conduct ongoing membership building programs and efforts
 - **Work with VPPR & SAA** to ensure meeting environment is inviting guests to join
- Promote achieving/maintaining 20+ members
 - Promote & achieve the four annual membership campaigns
- Maintain a supply of New Member applications (Form 400).
 - **Ensure all officers know how** to accurately complete New Member application forms
- Maintain records of membership numbers, ongoing membership campaigns, and introduce all new members to the club
 - **Work with Secretary & Treasurer** to ensure member applications are processed and recorded accurately and roster are current
- **Work with the President** to plan the induction of new members
- Gather new member interest surveys and help members make **connections with VP Education** and committee chairs to achieve their development goals.

0:15 – 0:20 (5 minutes)

Review the specific duties of each office.

Discuss the synergies between officer roles (in red)

If possible, guide this discussion to add relevancy and set the stage for the upcoming DCP activity

Deliver the Promise - Club Performance Standards

Distinguished Club Program (and it's 10 goals, not points!)

- **Toastmasters International tracks your club performance to these standards and directs district leaders to oversee Club Success planning and Distinguished Club progress**
- **The Club Charter is your agreement as club members to provide the environment where members practice the four skills that lead to becoming a better speaker and leader (the brand promise)**
 - **Impromptu speaking**
 - **Effective evaluation**
 - **Prepared speeches**
 - **Leadership practice**
- **6 Quality Club Measurements**
 - **Communication Awards (4)**
 - **Leadership Awards (2)**
 - **Membership Growth (2)**
 - **Officer Training (1)**
 - **Dues Renewals/Retention (.5)**
 - **Officer Elections (.5)**

It's Simple & It Works!

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0:20 – 0:23 (3 minutes)

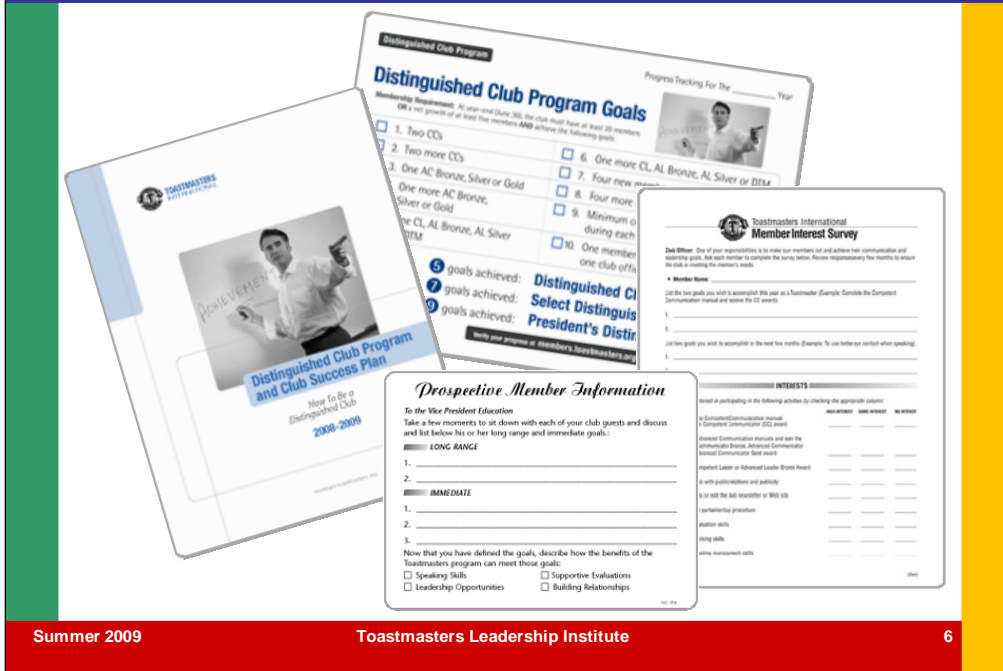
Michelle Baker of New Jersey wrote in the January 2007 issue of *The Toastmaster*

“The Distinguished Club Program *supports* the goal of the club, it doesn't *replace* it. If a club is doing what it should, fulfilling the goals for the DCP will be automatic. The Distinguished Club Program helps the officers and club members focus on what needs to be done. The educational content of award requirements helps all of the members learn and grow, and ensures that members get information that is beneficial. There is no competition here, just common sense.

If your club is not making the numbers, step back and look for the true causes. Why aren't new members joining? How do you treat guests? Why didn't the officers get trained? Do they take their office seriously? Why aren't there any CCs/ACs? Does the VPE encourage all members to continue to make progress? Is there a progress chart displayed? “

Your role as officers will be to step back and look at your club with the eyes of managers measuring your team performance. For your specific role, there are four performance measurements you should pay close attention to (in red)

Club Success Planning Toolkit



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0:23 – 0:25 (2 minutes)

In tracking your club's quality performance, there are some specific tools we want to bring to your attention:

- Club Success Planning booklet
- Distinguished Club Program tracking chart
- Member Interest Survey for capturing annually, feedback from your members on their goals and how well the club is meeting their needs
- Visitor Cards – to capture guests interest in Toastmasters

Activity: Club Success Planning

The image shows a 'Distinguished Club Program Goal Tracking' form. The form has a title at the top and a list of goals below. Three goals are circled in red: 'Two new members', 'Four more new members', and 'One membership renewal report submitted on time AND one club officer list submitted on time'. A red callout box on the right contains the text: 'How does the VPM work with... Pres & VPE VPPR & SAA Sec & Treas to ensure member satisfaction?'. A small arrow points to the right side of the form with the text 'Use this side to track your progress'.

How does the VPM work with...
Pres & VPE
VPPR & SAA
Sec & Treas
to ensure member satisfaction?

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0:25 – 0:30 (5 minutes)

Activity: Depending on size of group - Let them work together, or divide into groups and assign a topic per group

As VPs Membership; your role most influences the environment in which your club will recruit new members and ensure the member satisfaction of existing members. Brainstorm the following questions and capture the group discussion results.

- How does the VPM work with the President & VPE to influence member educational achievements?
- How does the VPM work with the VPPR & SAA to create an environment conducive to new member recruitment?
- How does the VPM work with the Sec/Treas to improve member retention leading up to dues renewals?

Infuse the Power of Seven

Name Your Top Ideas!

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0:30 – 0:35 (5 minutes)

[Capture the results of the group discussions]

Resources

Download officer manuals online at Toastmasters International from the following path
Members Home ■ Club Officer (Tab) ■ Club Officer Resources ■ Club Officer Roles

Your Top 5 Resources

1. Predecessor & Executive Team Peers
2. Club Officer Job Aide / Guide
3. Club Officer Manual
(available online at WHQ)
4. Your Area Governor
[your area]@aztoastmasters.org
5. Ask.Ed@aztoastmasters.org / Tell.Us@aztoastmasters.org



Other Resources

- TIPS – WHQ electronic newsletter for Club officers
- Club DCP Performance Reports
Distinguished Club Program/Club Success Plan manual
- Club Constitution & Bylaws (#210-C)
- District 3 Toastmasters website www.aztoastmasters.org
- Toastmasters International (WHQ) website www.toastmasters.org
- *The Toastmaster Magazine*



0:28 – 0:29 (1 minutes)

Refer participants to their Registration packet for this handout

Before We Break....

- Parking Lot
- Q&A
- Evaluations

It Takes The Power of Seven



To Lead a Distinguished Club

0:38 – 0:40 (2 minutes)

Review any parking lot items

Address or capture any remaining questions (time permitting)

Have participants complete evaluations and leave them in room.