

How Tauranga Toastmasters turned things around and a few things that have worked well for them.

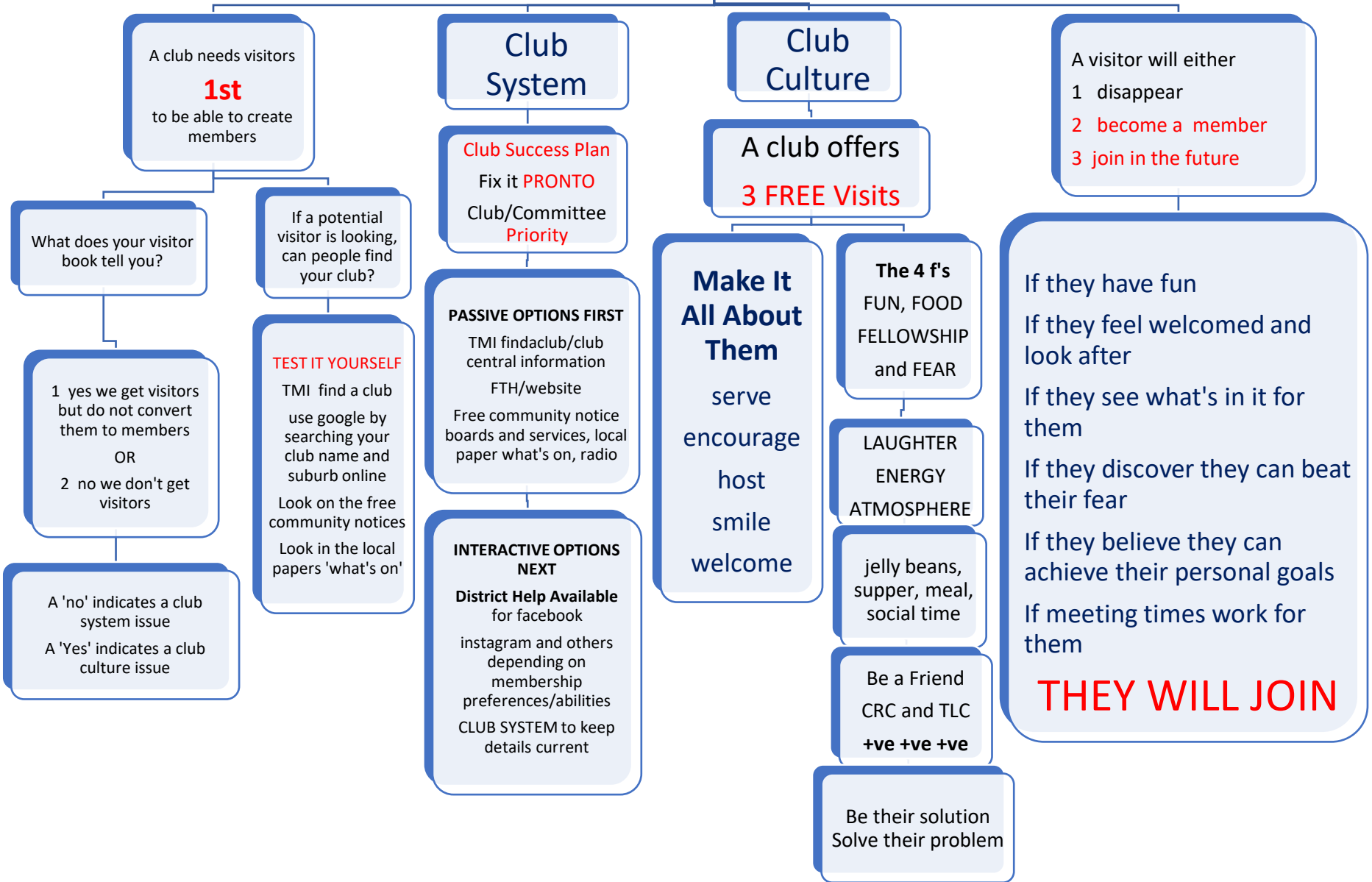
## Membership and Club Growth

**UNMUTE Me Conference 2021**

Anne-Marie Andrews

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# How Do We Get Members?



A club needs visitors  
**1st**  
to be able to create members

**Club System**

**Club Culture**

A visitor will either  
1 disappear  
2 **become a member**  
3 **join in the future**

What does your visitor book tell you?

If a potential visitor is looking, can people find your club?

**Club Success Plan**  
Fix it **PRONTO**  
Club/Committee **Priority**

A club offers  
**3 FREE Visits**

If they have fun  
If they feel welcomed and look after  
If they see what's in it for them  
If they discover they can beat their fear  
If they believe they can achieve their personal goals  
If meeting times work for them  
**THEY WILL JOIN**

1 yes we get visitors but do not convert them to members  
OR  
2 no we don't get visitors

**TEST IT YOURSELF**  
TMI find a club  
use google by searching your club name and suburb online  
Look on the free community notices  
Look in the local papers 'what's on'

**PASSIVE OPTIONS FIRST**  
TMI findaclub/club central information  
FTH/website  
Free community notice boards and services, local paper what's on, radio

**Make It All About Them**  
serve  
encourage  
host  
smile  
welcome

**The 4 f's**  
FUN, FOOD  
FELLOWSHIP  
and FEAR

LAUGHTER  
ENERGY  
ATMOSPHERE

jelly beans, supper, meal, social time

Be a Friend  
CRC and TLC  
**+ve +ve +ve**

A 'no' indicates a club system issue  
A 'Yes' indicates a club culture issue

**INTERACTIVE OPTIONS NEXT**  
**District Help Available** for facebook  
instagram and others depending on membership preferences/abilities  
CLUB SYSTEM to keep details current

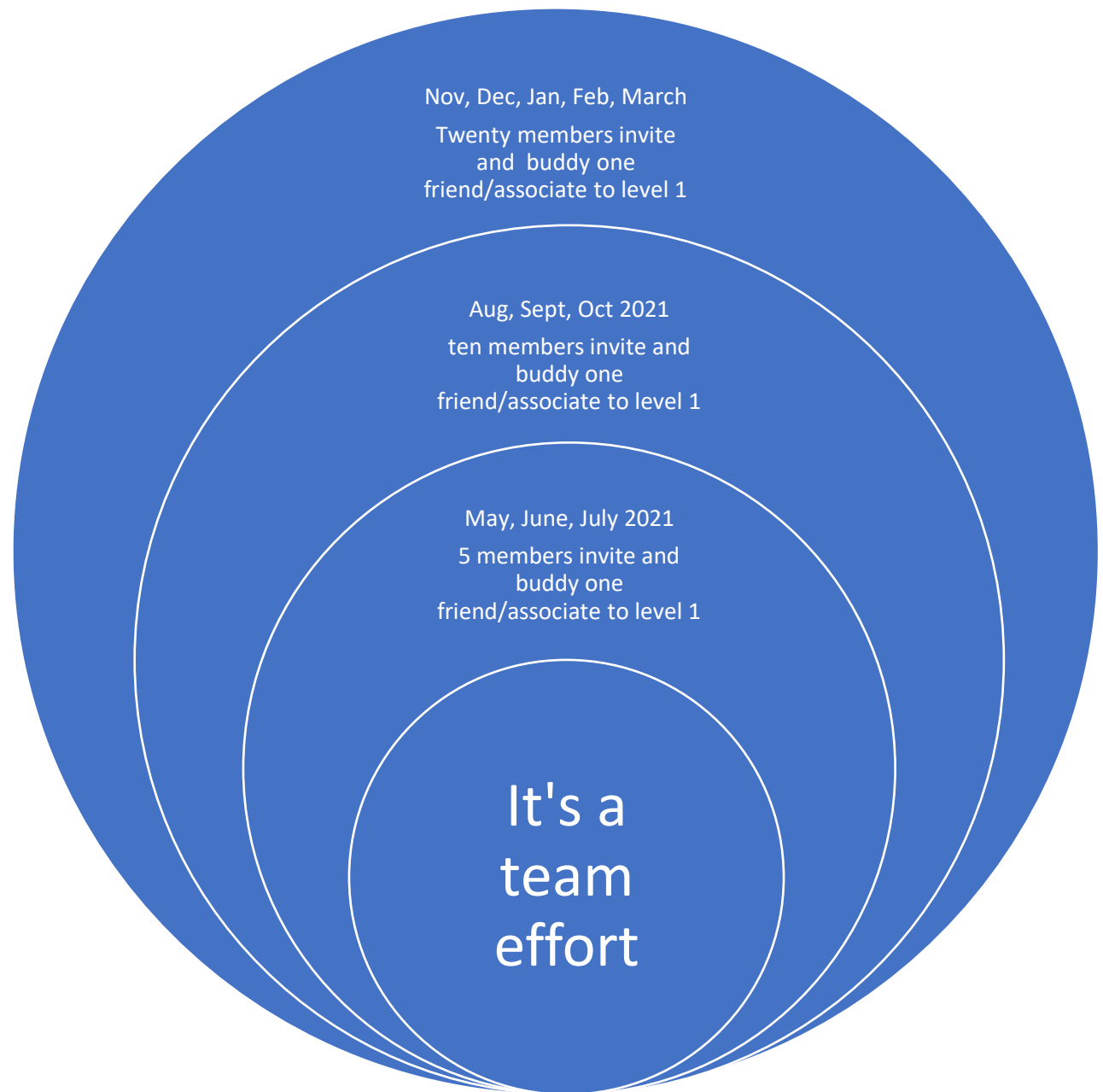
Be their solution  
Solve their problem

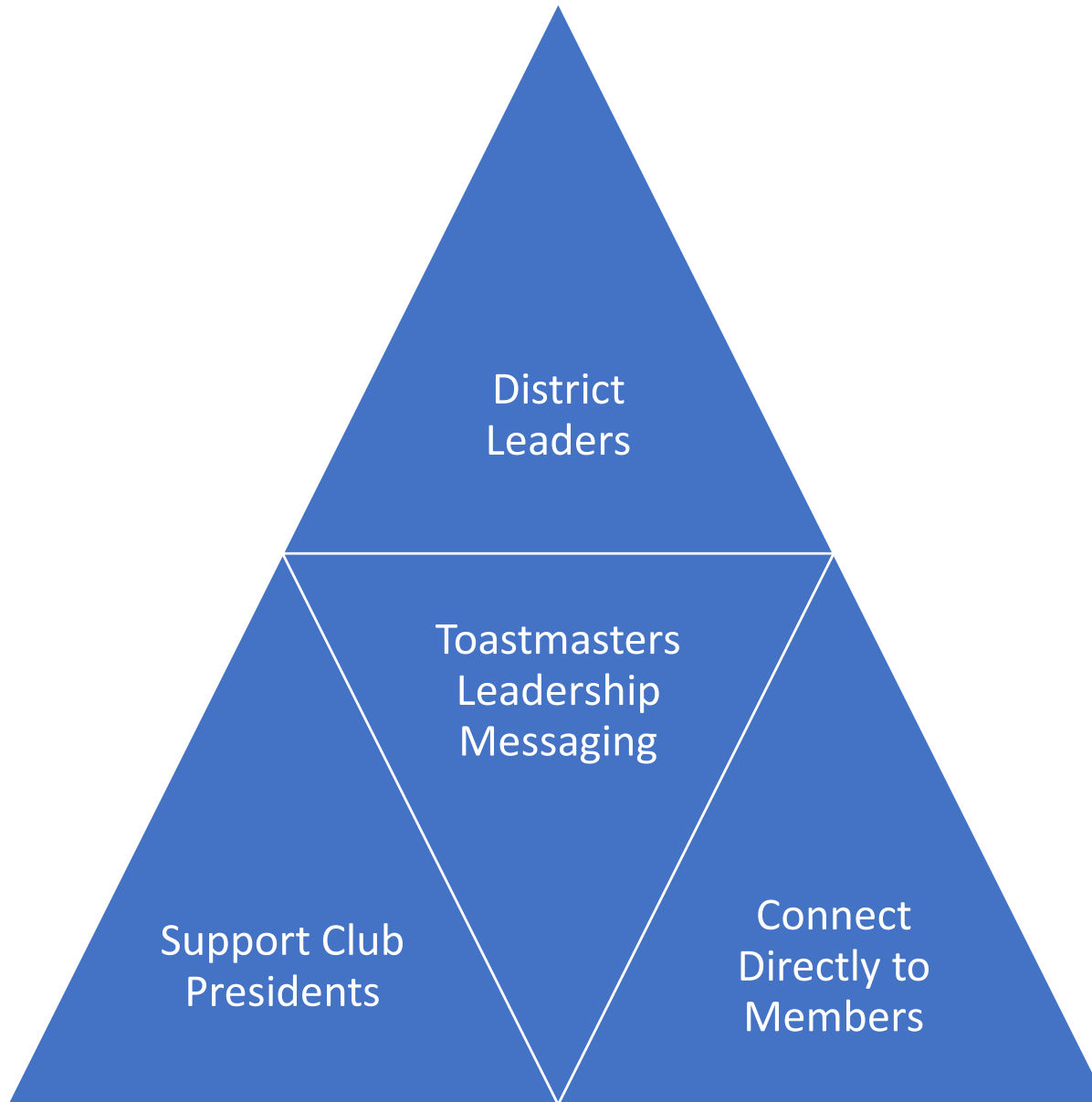
You can **ALL** be  
the sponsor of a  
new member

Make it a **Team  
Effort** to rebuild  
your club

Make it a priority  
in the  
**Club Success Plan**

- Three times a year
- Every member invites a friend/associate and buddy's them through to level 1
- **300% growth** for your club





District  
Leaders

Toastmasters  
Leadership  
Messaging

Support Club  
Presidents

Connect  
Directly to  
Members

## **SUMMARY OF TAURANGA MEMBER SURVEY AND SUGGESTED CONCLUSIONS.**

*Several questions were put to the Tauranga members about membership. Following is a summary of the answers that came back for your information.*

### **Thinking of initial visits:**

#### **What makes a person come to Toastmasters?**

As a visitor, people had already decided to come for their own reasons. It has nothing to do with the club per se. Therefore, clubs do not promote the virtues of Toastmasters rather they provide a solution to an individual's problem/need.

#### **How/why does a person attend a particular Club? Did you visit other clubs?**

They were looking for a local Toastmasters club, found the details and visited the one that came up and suited their schedule. Therefore, clubs must ensure they are able to be found, have all contact details up to date and use the services on Club Central provided by Toastmasters International.

#### **Where do people look to find a club?**

Online, local paper, face book.... A variety of places are utilised, therefore, explore the options, prioritise what is passive to reduce pressure and work toward the ones that require regular management. Develop a club system to ensure sites are updated and that this information is held on record and part of the handover to incoming committees and/or when officers change.

#### **What influences the decision to visit again and/or join as a member?**

A friendly welcome, supportive and enthusiastic members, learning and progression. Therefore, we want our members who love to host on the door, all club members onboard as a team to keep visitors company, to be a friend and encouragement to them. Meeting manager needs to provide opportunities for visitors to speak and try things out such as introducing them self on their first visit and a table topic on additional visits.

### **Thinking of Public Relations and Marketing**

This has little to do with why a person visits or joins. It is the members and how their initial inquiry is handled.

Therefore, clubs must make sure the first point of contact has a hospitable, friendly manner and is able to pass on the relevant information efficiently.

### **Thinking of 'first impressions'**

#### **'key influencer/s' or 'deciding factor/s' to join as a member?**

Seeing skilled speakers. Supportive, Caring and Enthusiastic club members. Friendly, fun and especially non-judgemental atmosphere. Well organised. Self-motivation.

Therefore, the meeting manager needs to ensure an engaging meeting program with members upbeat and positive.

### **How individual members and the general membership can help a person decide to join?**

Sharing knowledge, caring, commending efforts, encouraging participation, friendly attitude, welcoming, invitation to returns, answering questions and providing solutions help visitors decide to join.

Therefore, we want all our members onboard as a team supporting the committee by ensuring they are available to visitors and new members. We want engaged members at club meetings contributing a diversity of ideas and personalities for visitors to meet.

### **Three FREE visits and chocolate biscuits can help**

Some will appreciate these others not so much. Therefore, as a club we must know what is doable for us, what matches our culture and schedule and be willing to change if something is not working.

### **Thinking of Systems**

Visitors and new members enjoy a well-structured evening, with a warm and friendly atmosphere and people who care.

Therefore, establishing club systems that support the committee and members to provide this for visitors and new members is vital eg. Developing a culture of pronouncing names correctly, having a meeting agenda that allows time to chat socially, meeting managers that ensure visitors are acknowledged and have an opportunity to introduce themselves.

Specific club practices, handover documents and ongoing support from outgoing to incoming officers/committees, record keeping etc. all support such things and need to be updated regularly and intentionally so knowledge is not lost.

### **Thinking about retention and why you have renewed your membership?**

Enjoyment of the people, achieving personal goals, enthusiastic leadership and solid meeting structure encourages retention.

Therefore, we want all our members engaged whatever their personal interests and level of involvement. We want to provide the opportunities within the curriculum and meeting to all, inspire as leaders and role models and have loads of fun.

Fun, Food and Fellowship will have your members renewing and visitors joining.

### **Thinking about the influence leadership has on membership.**

Leadership is key for inspiring others.

Therefore, it may take some time to build but build a leadership culture you must. If you need to - ask for help, get some coaches in, invite guest speakers, invite members of other clubs to bring diversity and variety. Provide them a reason to help – an opportunity to speak and complete a project on their path, a meeting role, a coaching role. Visit a big/bigger club to see what they do, try something they are doing, be honest and ask for what you need and if need be accept defeat.

There is no room for pride, we actually have the responsibility and owe it to our members to do what it takes to provide a stimulating club meeting. After all, that's what they pay for! If you are burnt out and tired you are already overdue handing on the baton. Do it now and take a rest. You will come back fresher.

If you are holding the keys to the club administration for the third, fourth, fifth year in a row it is time to hand over the control. The AGM's are this month. Have the courage to step down and leave a space for another to step into. If you are willing to allow a vacume by stepping away, another may just very well find their own courage and take up the opportunity.

Ideally all new members will have a year or two to find their feet but this may not be an option right now at your club. Any club needs a committee and Toastmasters is no different in fact it is part of the intentional development of leadership skills.

Therefore TMI and the district needs to push the leadership messaging not just the communication and speaking opportunities. Clubs need to be upfront about the involvement required to make their TM club thrive.

## **Large clubs 25 + members as of 19<sup>th</sup> March 2021**

*I encourage you to google some of these clubs to see what they are doing online, visit them to experience their meetings and call their officers to ask for specific ideas and answers you may be looking for.*

Whangarei Toastmasters Club	TWG Toastmasters
North Shore Club	Auckland West
Flying Start Club	Eden-Epson Club
Three Kings Club	Auckland Toastmasters
Talking Heads Club	Biztalk Toastmasters
Remuera Toastmasters	Orakei Toastmasters
Botany Toastmasters	Ngamotu Breakfast Toastmasters Club
Dinsdale Club	Cambridge Treetown Toastmasters
Hamilton Club	Tauranga Toastmasters
Kickstart Toastmasters	

## NEW MEMBER COMMUNICATION PATHWAY (weekly meetings)

<b>VISITOR</b>	<b>MEMBER</b>	<b>PATHWAYS BASECAMP</b>	<b>ICEBREAKER</b>	<b>LEVEL 1</b>
1 <sup>st</sup> visit -	Week 1 - Fees Paid	Week 4	Week 6	Week 14 or sooner
<p><b>President/VP Membership/SAA and/or greeter</b> Greeting at door, signing visitor book, given or emailed District 112 Visitor Brochure <b>Topics Master</b> Offered the opportunity to introduce themselves as a Table Topic <b>VP Mem</b> invites back for another visit</p>	<p><b>Treasurer</b> pays Toastmasters International <b>Treasurer</b> notifies Pres, Sec, VPMem &amp; VP Ed of new financial member. <b>VP Mem</b> loads member onto Toastmasters International, easySPEAK, FTH website and google group <b>VP Mem</b> scans and sends application form to Pres, Sec, VP Ed <b>Given Table Topic</b></p>	<p>Assessment completed and Pathway chosen <b>VP Ed</b> checks in that comfortable with Pathways and easySPEAK. <b>VP Ed</b> introduces a mentor. <b>VP PR</b> can check they want to join the face book page, have added their profile to easySPEAK and the Free to Host website and signed the photo waiver.</p> <p><i>Does Sheriff Role or Table Topic</i></p>	<p>Completes Icebreaker</p>	<p>Evaluation and Feedback 2</p>
2 <sup>nd</sup> visit –	Week 2	Week 5	Week 7	Week 15
<p>Given a table topic <b>VP Mem</b> invites back for another visit</p>	<p>On easySPEAK roster <b>Secretary</b> sends welcome letter, role descriptions and other club information needed by the new member. <b>President</b> welcomes them at the club meeting as a new member <b>VP ED</b> enters meeting roles <i>Does Time Keeper Role</i></p>	<p><b>VP Ed</b> checks in that comfortable with everything and on track with icebreaker. <i>Does Grammarian or Table Topic</i></p>	<p><b>VP Ed</b> Schedules the dates for the next two projects Evaluation and Feedback 1 and 2 scheduling the same evaluator. <i>Meeting roles or Table Topic each week</i></p>	<p>Level 1 complete <i>Meeting roles continue and member should be self-sufficient now.</i></p>
3 <sup>rd</sup> visit	Week 3		Week 10 or sooner	
<p><b>VP Mem</b> Inducts if going to join and given induction letter. <b>VP Mem</b> helps with joining up and gets application form. <i>Given a table topic</i></p>	<p><b>VP Ed</b> catches up about Pathways and scheduled the Icebreaker <i>Does Memory Master Role</i></p>		<p>Evaluation and Feedback 1 <i>Meeting roles or Table Topic each week</i></p>	



Check out Tauranga Toastmasters on facebook here <https://www.facebook.com/groups/taurangatoastmasters>

This is the latest post covering direct feedback from the members on the night so it is straight from the horses mouth for you to work with.

### **We Love Tauranga Toastmasters!**

But it is not the handy location or the paperwork that makes Tauranga Toastmasters so incredibly special.

It is you guys that make Tauranga Toastmasters the ultimate place to be on a Tuesday night!

With your laughs, good energy and willingness to give public speaking a go, Tauranga Toastmasters is the frontrunner in social clubs across the community!

But don't just take my word for it... we asked all of you last night "What Makes Tauranga Toastmasters special?"

-The Structure

-The Vibe

-Accepting

-Our Evaluations

-Warm and Friendly

-Listening to Table Topics

-No Judgement.....how supportive we all are, and questions are always answered.

-Personal Growth – everyone's supported.

-Tim Tams

-Inclusive and likeminded.

-Supportive – and always good feedback

-All of the above

-Wonderful Safe Environment grows confidence.

-The Feel!!

-Good Feeling, 50 years of and ups and downs.

We Thank you all for your kind words with this question, But we also requested ideas on how to make Tauranga Toastmasters a bit better for you all. We came up with some cool and kooky idea's for the future:

-Impromptu Speeches

-Evaluations

-More Fun

-More Table Topic Nights

- Socials

-Monthly Dom Speech workshops

-Mentoring always available.

-And let's turn our Agenda 'backwards" just for a fun Night.

Thank you all for these excellent ideas, and we look forward to giving them a go with you!

Stay safe and see you all next week !!