



Founder's District Marketing

Retaining Members

Review club programming. Find out what club members want to get out of their Toastmasters experience and design meetings that entice, entertain and educate. A great resource for ideas is the *Patterns in Programming* document (catalogue # 1314,) available through Toastmasters International, www.toastmasters.org. Another idea: try searching the term, "Toastmasters meeting ideas" at www.google.com.

Establish a mentoring program. Assign a mentor to every new member in your club. Joining Toastmasters is big step for most people. Having an experienced Toastmaster as a mentor will help the new member accomplish their goals, feel more comfortable and confident, and more inclined to stick with the program...and your club. It's never too late to establish a mentoring program. The Club Mentor Program Kit is available www.toastmasters.org. Look for catalogue #1163.

Track member goals. We join Toastmasters in order to attain certain life, career and personal goals. It is important for the club's top officers, especially your Vice President of Education and club President, to know the goals of each member. As your members attain their initial goals, help them explore and establish new goals.

Acknowledge every member and guest. Greet them at the door and introduce them during the meeting. Help guests and new members feel welcome, and they'll keep coming back!

Involve members in the meeting and in various programs inside and outside the club environment. Members gain skills when they serve as a club officer, help at Area and Division Speech Contests, District Conferences, plan special club events, become a mentor, or serve on a committee. In addition, their involvement gives them a sense of ownership and belonging to the club.

Name tags and badges for everyone attending the meeting will help guests and new members feel welcome. Make your club a "place where everybody knows your name."

Bonus Tip

To keep your club in top shape, conduct a *Moments of Truth* program every six months. Let your club members tell you where they see club strengths and weaknesses. The *Moments of Truth* module will help you identify ways you can improve your club, keep it strong and make it a club people will want to join! The *Moments of Truth* module is available through Toastmasters International, www.toastmasters.org. Look for catalogue #290.