

Vice President Membership Training

Club Officer Training



Bob Hudack, DTM, PDG
hudacktm@gmail.com

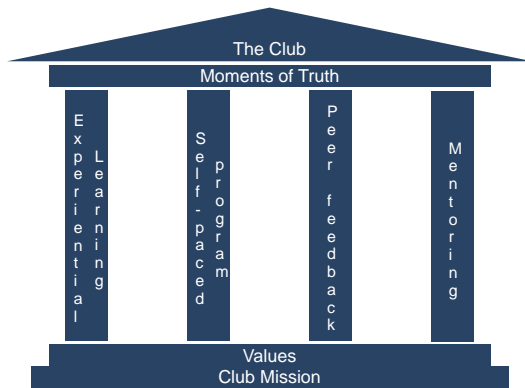
Session Objectives

- ▶ Identify elements of club quality & member satisfaction
- ▶ Apply Moments of Truth and the Distinguished Club Plan/ Program to provide your members a quality member experience.
- ▶ Outline the VP Membership role in relation to club members and other club officers.

www.toastmasters.org



Club Quality



3

Toastmasters' Club Mission and Values

- ▶ Club Mission
 - We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.
- ▶ Values
 - Integrity
 - Respect
 - Service
 - Excellence

4

www.toastmasters.org



In Your Executive Committee Meetings

- ▶ Identify the most important elements that satisfy your club members.
- ▶ Correlate Moments of Truth and the Distinguished Club Program.
- ▶ Apply Moments of Truth to provide your members a quality member experience.
- ▶ Identify your leadership role in relation to club members and other club officers.

5

Executive Committee Duties

- ▶ Create a club budget
- ▶ Develop a *Club Success Plan* (Item 1111)
- ▶ Strategize for success in the Distinguished Club Program
- ▶ Create and oversee other club committees as necessary

6

www.toastmasters.org



Officer Roles



7

www.toastmasters.org



Distinguished Club Program

Education

- Members, who have the opportunity to earn education awards, are reaching their goals

Membership

- With enough members, everyone's experience is enhanced because leadership is provided and meeting and committee assignments are filled.

Training

- Trained club officers are better able to serve and support your club

Administration

- Fulfilling administrative duties helps your club run more smoothly, which benefits members

8

www.toastmasters.org



Distinguished Club Program Goals



Education

1. Two CCs
2. Two more CCs
3. One ACB, ACS or ACG
4. One more ACB, ACS or ACG
5. One CL, ALB, ALS or DTM
6. One more CL, ALB, ALS or DTM

9

Membership

7. Four new members
8. Four more new members

Training

9. A minimum of four club officers trained during each of two training periods

Administration

10. On-time payment of membership dues accompanied by the names of eight members (at least three of whom must be renewing members) for one period and on-time submission of one club officer list

www.toastmasters.org



Moments of Truth



- ▶ First Impressions
- ▶ Membership Orientation
- ▶ Fellowship, Variety and Communication
- ▶ Program Planning and Meeting Organization
- ▶ Membership Strength
- ▶ Achievement Recognition
- ▶ www.toastmasters.org/mot

10

www.toastmasters.org



The Gestalt Approach to Teamwork

- ▶ The whole is greater than the sum of its parts.
 - Know your role.
 - Know the roles of your teammates.
 - Communicate your areas of strength.
 - Take a proactive approach.
 - Be willing to cover for another officer.

11

www.toastmasters.org



VPM Role



12

www.toastmasters.org



VPM Responsibilities

13

- ▶ Outside the Club Meeting
 - ▶ Before the meeting
 - ▶ After the meeting
- ▶ At the Club Meeting
- ▶ With the Executive Committee
 - ▶ Plan, then work to grow your club's membership
 - ▶ Organize and conduct membership contests.
 - ▶ Report on club membership.

www.toastmasters.org



VPM Responsibility Action Plan

14

- ▶ How will you fulfill this responsibility?
- ▶ When will each action be completed?
- ▶ Who is available to help you?
- ▶ What materials and resources can you use?

www.toastmasters.org



Additional Resources

15

Vice President Membership Resources

Success 101 (Item 1622) www.toastmasters.org/1622
Membership contest information www.toastmasters.org/membershipcontests
Distinguished Club Program and Club Success Plan (Item 1111) www.toastmasters.org/1111
Distinguished Club Program Goals (Item 1111C) www.toastmasters.org/1111C
Speechcraft information www.toastmasters.org/speechcraft

www.toastmasters.org



Leadership Benefits

16

- ▶ Practical experience in a safe environment
- ▶ Leadership skill development
- ▶ Personal and professional opportunities
- ▶ Building the club's legacy

www.toastmasters.org



Exercise – Membership Applications

17

- ▶ <http://www.toastmasters.org/MemberApp>

CLUBS WITHIN DISTRICTS
MEMBERSHIP APPLICATION

For faster service, add and pay for your new members online at www.toastmasters.org/members

Club Number _____ District Number _____ City _____

Membership Type: New Renewing (see how to renew) Dual

Transfer from Club Number _____ Member Number (if known) _____

Last Name / Surname _____ First Name _____ Middle Name _____ English Male

Other Address Information (Complete Name, Street, Floor/Building Number)

Address Line 1 (The monthly dues/invoice request will be sent to this address. It must be a club's)

Address Line 2 (if applicable)

City _____ State/Province _____ Country _____ Zip/Postal Code _____

Home Phone _____ Mobile Phone _____ Work Phone _____

Email Address _____

Please do not send questions to us from toastmasters@toastmasters.org

www.toastmasters.org



Tools of Successful Leaders

18

- ▶ Motivating team members
- ▶ Delegating tasks
- ▶ Coaching team members
- ▶ Setting realistic and attainable goals

www.toastmasters.org



The Five Principles of Motivation

19

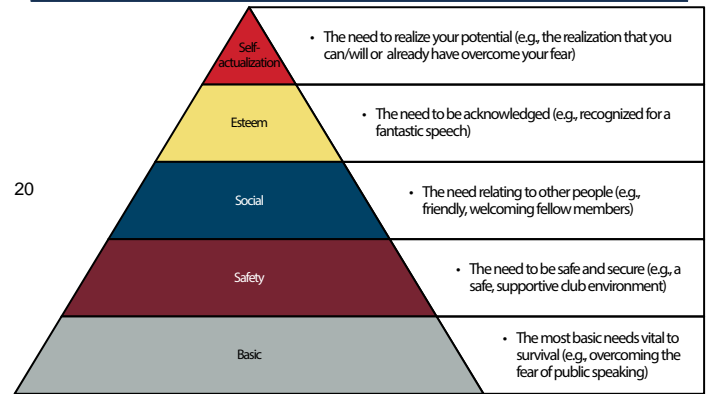
- ▶ Understand what motivates each person.
- ▶ Focus on the benefit to the individual.
- ▶ Make expectations clear.
- ▶ Recognize members.
- ▶ Be a leader.

www.toastmasters.org



The Toastmaster's Hierarchy of Needs

20



www.toastmasters.org



The Five Steps of Delegation

21

- ▶ Decide what to delegate.
- ▶ Decide who will do the task.
- ▶ Assign responsibility.
- ▶ Grant authority.
- ▶ Establish accountability.

www.toastmasters.org



The Four Steps to Successful Coaching

22

- ▶ Identify and define goals.
- ▶ Define strategies to reach goals.
- ▶ Establish a timeline and milestones to measure progress.
- ▶ Follow up on goals.

www.toastmasters.org



Set SMART Goals

23

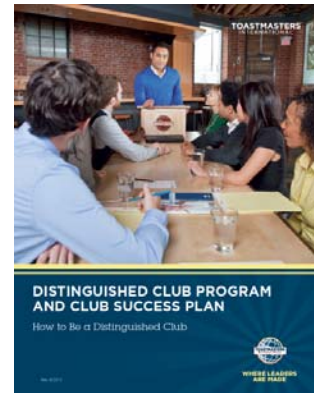
- ▶ Specific
- ▶ Measurable
- ▶ Attainable
- ▶ Realistic
- ▶ Timely

www.toastmasters.org



Club Success Plan

24



www.toastmasters.org



SWOT Analysis

Strengths	Opportunities
Weaknesses	Threats

25

www.toastmasters.org



Sample SWOT Analysis

Strengths <ul style="list-style-type: none">• Well-developed Club Success Plan and budget• Club officers who have properly set expectations about duties	Opportunities <ul style="list-style-type: none">• Speech contests• Membership-building contests• <i>Speechcraft</i> (Item 204)• <i>The Successful Club Series</i> (Item 289)
Weaknesses <ul style="list-style-type: none">• No presence on social networks• Club website has not been updated recently• CL manual not being used	Threats <ul style="list-style-type: none">• Low attendance• Members not properly prepared for speeches• Dues not paid• Members not engaged during meetings

26

www.toastmasters.org



Action Plan

- ▶ What actions need to be taken?
- ▶ What resources are available?
- ▶ Who is responsible?
- ▶ When must the action be completed?

27

www.toastmasters.org



The Executive Committee

- ▶ President
- ▶ Vice president education
- ▶ Vice president membership
- ▶ Vice president public relations
- ▶ Secretary
- ▶ Treasurer
- ▶ Sergeant at arms

28

www.toastmasters.org



The Toastmasters Brand

- ▶ A brand is an exclusive and desirable idea embodied in products, places, services, people and experiences.
- ▶ www.toastmasters.org/vbp

29

www.toastmasters.org



Brand Positioning

I wasn't born a leader. They were all around me though. In the community, at work, at school. Leaders were everywhere. They were the heads of families, coaches of teams, business leaders, mentors, organizational decision-makers.

I admired these leaders. They influenced who I was and who I was becoming. Whatever they did professionally or how they became what they were, I aspired to walk in their footsteps.

And, so, I committed myself to becoming one.

30

Finally, it came to me. It wasn't just what leaders knew that enabled them to lead. They had a voice. They could tell their story. They could listen and answer. They didn't just accomplish, they communicated.

So I set out to find my voice. Learn to process information on my toes. I needed to learn to listen. Learn to give feedback — and accept it. I needed to organize, plan, deliver, follow up. I needed a place where all the ingredients were there, and someone would guide me along the way.

I found that place. I found a community of learners and the path to leadership.

I am a leader — and I was made.

www.toastmasters.org



Brand Personality

31

- ▶ Leader
- ▶ Dedicated
- ▶ Helpful
- ▶ Empowering



Vice President Membership

32

- ▶ **Vice President Membership** – promotes the club and manages the process of bringing in guests and transforming them into members. The vice president membership initiates contact with guests, makes them feel welcome and provides information to join the club. The vice president membership works with the vice president public relations on initiatives to attract new members, the treasurer to manage membership applications and renewals.
- ▶ **Transferable skills include:** Sales skills, improved communication skills, confidence to meet new people



Vice President Public Relations

33

- ▶ **Vice President Public Relations** - promotes the club to the community through activities that increase membership. The vice president, public relations, publishes meeting times and locations, writes a newsletter about club activities, achievements and special events, such as an open house or speech contest. The vice president public relations maintains social media sites such as Facebook, Twitter and MeetUp.
- ▶ **Transferable skills include:** Marketing experience, proficiency using social media websites and applications, sales and increased confidence to meet the public

