



# How to Keep Members Involved in Toastmasters

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# Introduction

- Instructor: Lisa Covi
  - Toastmasters Leadership Experience
  - Leadership in other Community Organizations
  - Leadership Training Experience
- Why a seminar on how to keep members involved in Toastmasters?
  - Challenges to meet DCP goals
  - Meeting planning
  - Educational Progress
  - Recurrent issues affecting attendance



# Overview

- Objectives
  - You will be able to
    - Recognize the role of membership involvement in Toastmaster Leadership
    - Identify ways to improve participation in club activities
    - Identify ways to address common challenges concerning club membership



# The Role of Membership in Effective Leadership

Exercise:

- What do Toastmasters Officers need in order to run a successful club?
- What does any leader need in order to be effective?



# What is Membership Participation?

- Attendance at Meetings
- Signing up for Meeting Roles
- Earning educational (and leadership) awards
- Running for club officer positions
- Speaking or helping with speech contests
- Attendance at district events (conferences, TLIs, area council meetings, contests)
- Membership Renewal



# How does Membership Participation Help Club Officers Succeed?

- DCP requires a minimum number of members
- Planning and holding meetings is much easier with good membership participation
- Membership participation attracts new club members (most clubs lose up to 40% of their membership in a given year)
- Participation makes activities more fun



# How to Strengthen Membership Participation

- Why do members participate?
- Why do YOU participate?
- What are some of the differences between you and other club members?



# Tips for Increasing Participation

10. Share Leadership
9. Implement a Mentor Program
8. Assess Your Club Climate
7. Follow up with individuals who miss meetings
6. Recognize member achievements
5. Avoid overloading one or too few people with most of the tasks/responsibilities





# Tips for Increasing Participation

4. Respond quickly to address interpersonal clashes, hurt feelings, etc.
3. Make meetings fun and interesting
2. Assure each meeting is professional and runs smoothly.

AND

1. Make sure your club is meeting members' personal goals



# Common Challenges to Membership Involvement

- What are YOUR biggest challenges?
- Addressing Common Challenges
  - Hesitation to sign up for meeting roles
  - Procrastinating speech delivery
  - Fallout from a poor evaluation
  - Low skill level of members
  - Fear of blame/doing something incorrectly
  - Conflict avoidance



# Summary:

## How to Keep Members Involved

- Recognize that membership is the foundation for a successful Toastmasters experience
- The club should regularly assess membership involvement for improvement
- Be on the watch for membership challenges and ways to address them successfully



# Your Involvement

- Be an authentic leader
  - Assess your own needs and goals
  - Tell your club members how they have enhanced your toastmasters experience
  - Seek assistance when you or your club needs help
  - Implement changes that will help you and your club members better reach your goals in Toastmasters