

## Here is what clubs that mean business do:

1. Get to know their members and what their individual goals are
2. Assign mentors to new members right away...even if they are competent speakers, they need indoctrination into the Toastmasters educational program to maximize it to achieve their greatest potential. This will help not only the new member, but the mentor...you learn something better if you teach what it is you've learned
3. Make sure all 7 club officers (and there should be 7 officers when possible to spread the responsibilities around to more members) all 7 officers, not the required 4, receive training at the district sponsored club officer training...not hold out for make up training...because the best lessons learned at club officer training are the ones not taught by the District leaders, but the ideas and experiences exchanged with other club officers. As an aside, there is no real reason why someone who is not an officer should not attend club officer training. All members could benefit from the training and at some point in time they will be called on to serve as an officer. Make it a field trip. Use funds from your club's treasury to foot any of the expenses ...for lunch or shopping for cool club supplies at the district store. This will help your members more than anything else they can possibly do because they will experience Toastmasters outside of their club giving them a broader perspective, a wealth of knowledge and resources for them to tap in to.
4. Keep up the dialog...as club officers plan to meet at least every month if not more often. Form committees to accomplish the club goals...utilize every able bodied member who is not an officer and put them on a committee...this way, they will learn that the health of the club is everyone's responsibility, not just the officers.
5. Speaking of committees, one committee that would of great benefit to all clubs is a Member Recognition Committee. This group would be responsible to work hand in hand with the Vice President of Education to track the accomplishments of their members and develop an award program for certain benchmarks. Individual recognition is often overlooked due to scheduling constraints, but plan for something like a Quarterly Recognition meeting and have food and more importantly...have fun!
6. Encourage members to visit other clubs when possible and to attend any Area, Division or District sponsored events. They are entitled...they paid their dues...these are benefits of membership and many rewards come from taking advantage of them.

## **Inside the club...week in and week out...**

1. Use the club's DCP as a roadmap for every meeting
2. Work from an agenda - always
3. Have a schedule for at least two months in advance
4. Rotate meeting responsibilities
5. Have visitor packets to hand out
6. Every member trained on how to fill out a new member application
7. Have a rotation of who sits with visitors to help them understand what is going on in the meeting
8. Have a guest book for visitors, and send follow up thank you cards with an invitation to come back.
9. Have fun theme meetings, and annual parties that involve family and friends
10. Have a club website and maintain it
11. Reconsider your club dues structure to allow for parties, awards, badges, etc. The small amount each person contributes to dues goes a long way to brand them as a club that means business. I don't know about you, but if I'm going to belong to something, I want it to have some challenge so I know I am learning and growing, and I want it to be fun and successful too.
12. Because a club is constantly adding and subtracting members, it is vitally important to plan for educational sessions that focus on basic Toastmasters core competencies. Therefore, schedule and plan for all officers to achieve their CL by plotting in the educational sessions from the Successful Club, Leadership Excellence, and Success Leadership series. This is a WIN-WIN situation if this is the status quo of the club.
13. Utilize all forms of communication to keep in touch with your members...email is not the only answer

When you become a member of a club...you are investing time, money and energy. Why not get the most out of your investment...time money and energy are valuable commodities...why waste them.

There are literally hundreds of things clubs can do to enhance the experience for its members. If you haven't surveyed your members lately, you might consider it and see if your club could be doing something more or something different.