



Paying Attention To Retention!



**Craig Harrison helps you avoid Revolving Door Syndrome...
Keep Educating, Engaging and Entertaining Your Members**

WHY do members leave your club?

- Too many other commitments
- Inconvenient meeting time
- Pressure to work too quickly
- Relocation of member or club
- Achieve initial goal(s)
- Clash with style of president, leaders, club
- Bored / not challenged
- Personality conflict
- _____
- _____
- _____

WHEN do members leave your club? (Pay attention!)

- Within the first three months
- After completing 3-5 speeches
- After completing CC or Basecamp?
- Within one year of joining?
- Between 1-2 years of joining
- _____
- _____

Does your club have/do the following?

- Mentoring program for all members
- Use Member Achievement Form
- Recognize member achievements publicly
- Have members serving district beyond club level
- Regular Officer Meetings & report back to members
- A Membership building campaign or programs
- Business cards and/or brochures, flyers
- Website, facebook page, Instagram, MeetUp, etc.
- Guest book for visitors
- Mentoring program
- _____

Do your clubmembers engage in the following?

- Attend / teach @ Toastmasters Leadership Institutes
- Attend / present at District Conferences
- Host / participate in Area, Division Contests
- Convene Open Houses; celebrate its anniversary
- Success-Comm., Success Leadership modules
- _____
- _____



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7 'Magnificent' Tips To Keep Members Happy, Helpful and Hungry!



Strategy:

Tool:

- | | | |
|--|--|--|
| 1. Find Out Members' Needs and Goals | The Member Interest Survey (#403) | |
| | www.toastmasters.org/403 | |
| 2. Assess your own club's strengths and weaknesses..... | Conduct "Moments of Truth" module | |
| | www.toastmasters.org/Members/MembershipBuilding/Moments-of-Truth.aspx | |
| 3. Keep members challenged with appropriate goals | Read Craig's article: Turn Milestones into Stepping Stones | |
| | /www.expressionsofexcellence.com/ARTICLES/milestones.htm | |
| 4. Infuse Your Club with Vitamin C...Creativity! (PDF) | Download Craig's article on fun meeting formats: | |
| | www.expressionsofexcellence.com/ARTICLES/club_creativity.pdf | |
| 5. Recognize Member Achievement..... | Read Craig's article on Becoming a Praise Dispenser: : | |
| | /www.expressionsofexcellence.com/ARTICLES/praisedispenser.htm | |
| 6. Enhance Your Club's Meeting Space..... | Feng Shui to the Rescue; Don't Speak Inside A Box! | |
| | www.expressionsofexcellence.com/ARTICLES/room_for_improvement.htm | |
| 7. Project the Potential of your Members; | www.expressionsofexcellence.com/ARTICLES/potential.htm | |
| <i>Then</i> | | |
| Assign Mentors to your Members (PDF) | www.expressionsofexcellence.com/ARTICLES/mentor.pdf | |



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MORE RESOURCES TO HELP YOU:

ONLINE SUPPLY CATALOG:

www.toastmasters.org/MainMenuCategories/Shop.aspx

CLUB OFFICER RESOURCES:

www.toastmasters.org/Members/OfficerResources/ClubOfficerResources.aspx

DISTRICT 57 RESOURCES:

www.D57TM.ORG/resources/

CRAIG'S PAST TRAINING HANDOUTS:

www.SpeakAndLeadWithConfidence.com/handouts/

CASSANDRA COCKRILL'S CLUB & MEMBER BUILDING IDEAS

www.ExpressionsOfExcellence.com/Toastmasters/ClubBuildingIdeas.pdf

DTM LINDY SINCLAIR'S OPEN HOUSE ARTICLE & CHECKLIST:

www.ExpressionsOfExcellence.com/Toastmasters/0_vp-pr_officer_training_compilation.pdf

CRAIG'S 75+ PAST ARTICLES IN TOASTMASTER MAGAZINE

<http://www.expressionsofexcellence.com/articles.html#ForToastmasters>



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