

# Membership Building Strategy

## **Purpose:**

A) To provide clubs with a marketing methodology which can be easily implemented.

B) To provide clubs with a format within which they can welcome and introduce visitors to the club by using the natural skills of the current membership.

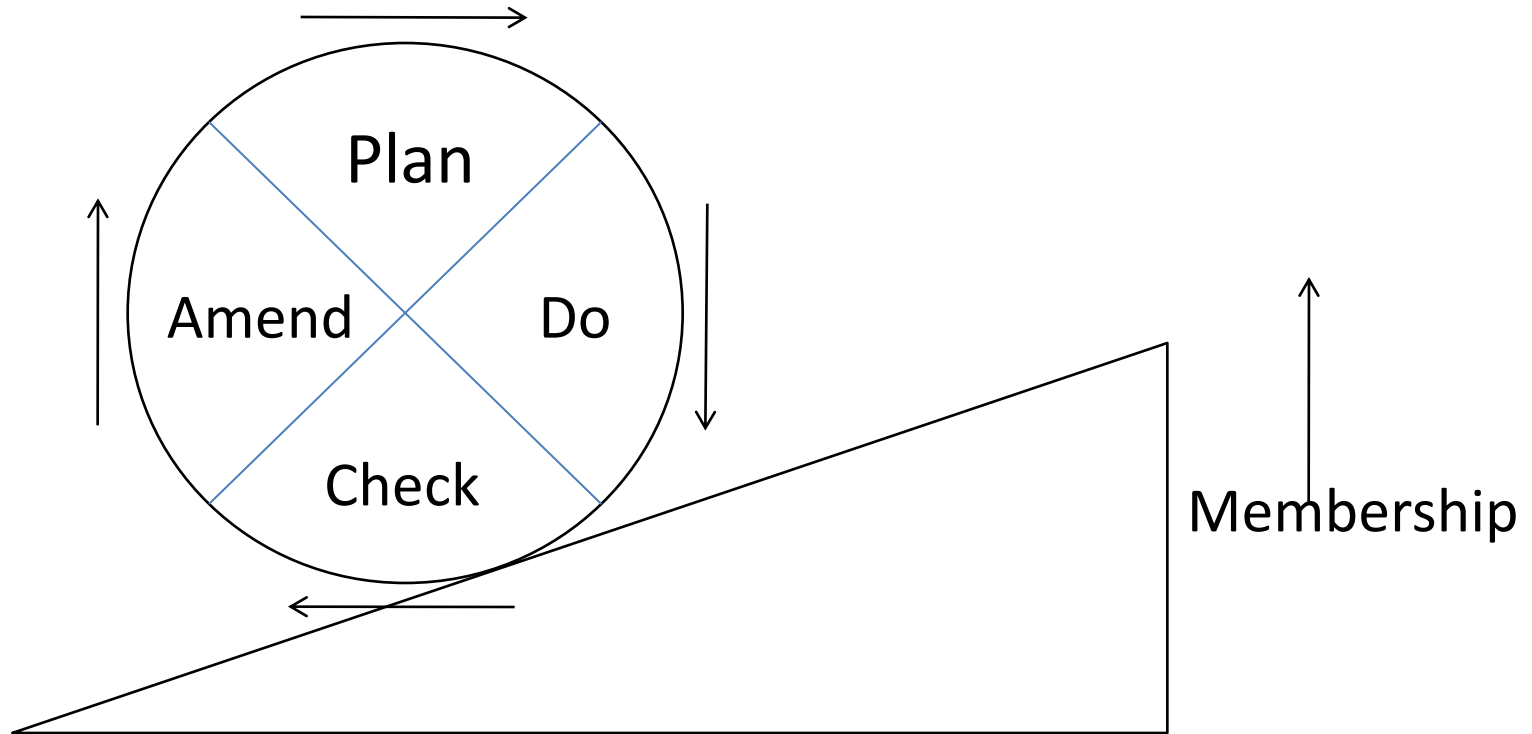
## **Acknowledgement:**

I'd like to thank Toastmaster Gary Judd along with the team from Cathedral City, Christchurch who have developed and are now implementing the following strategies.



WHERE LEADERS ARE MADE

# Membership Building Strategy



4 Phases to the strategy for improving membership in the club.



WHERE LEADERS ARE MADE

# Membership Building Strategy

**Plan** – decide what needs doing; how you will do it; who will do it; and a deadline for doing it.

**Do** – put your plan into action; implement the various tasks; make it happen.

**Check** – monitor how well or how not so well your plan is working; make the team accountable by reviewing what they set out to do.

**Amend** – take what has been learned and feed it into the next planning phase; make the necessary changes; keep what works; drop what doesn't or put it on hold for another try at a later stage.



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# Membership Building Strategy

## 12 Month Promotional Plan: 1

Brainstorm what particular tools you are going to use to promote your club, e.g.

- Radio Advertising
- Magazine articles
- Billboards / signs
- Poster campaign
- Flyers
- Aeroplane banner, etc... etc...

\* Analyse the types of people you already have as members.

\* Think about the types of people come as visitors.

\* **Are there any common denominators?**

\* Work out from this WHO you should be targeting to join your club.

\* Narrow your focus to intensify your strike rate.



# Membership Building Strategy

## 12 Month Promotional Plan: 2

Now you know who you are aiming to attract; work out which promotional methods from what you brainstormed are the ones most likely to reach this group is.

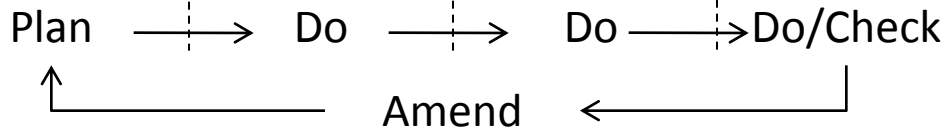
Map out a 12 month grid and enter the preferred methods into it, Identify the month you intend to do it.



# Membership Building Strategy

## 12 Month Promotional Plan: 2

Method 1	Method 2	Method 3	Method 1
March	April	May	June
Method 4	Method 4	Method 5	Method 5
July	August	September	October
Method 1	Method 2	Method 6	Method 3
November	December	January	February



Repeat the cycle continually by analysing what works and what doesn't, and putting the plan into action.

### Examples:

Method 1 – Radio

Method 2 – Posters

Method 3 – Demo Meeting

Method 4 – Newspaper Ads

Method 5 – Signs

Method 6 – Flyers



# Membership Building Strategy

The advertising is out there.

Now we are getting visitors.

How do we maximise our conversion rate from  
visitor to member?

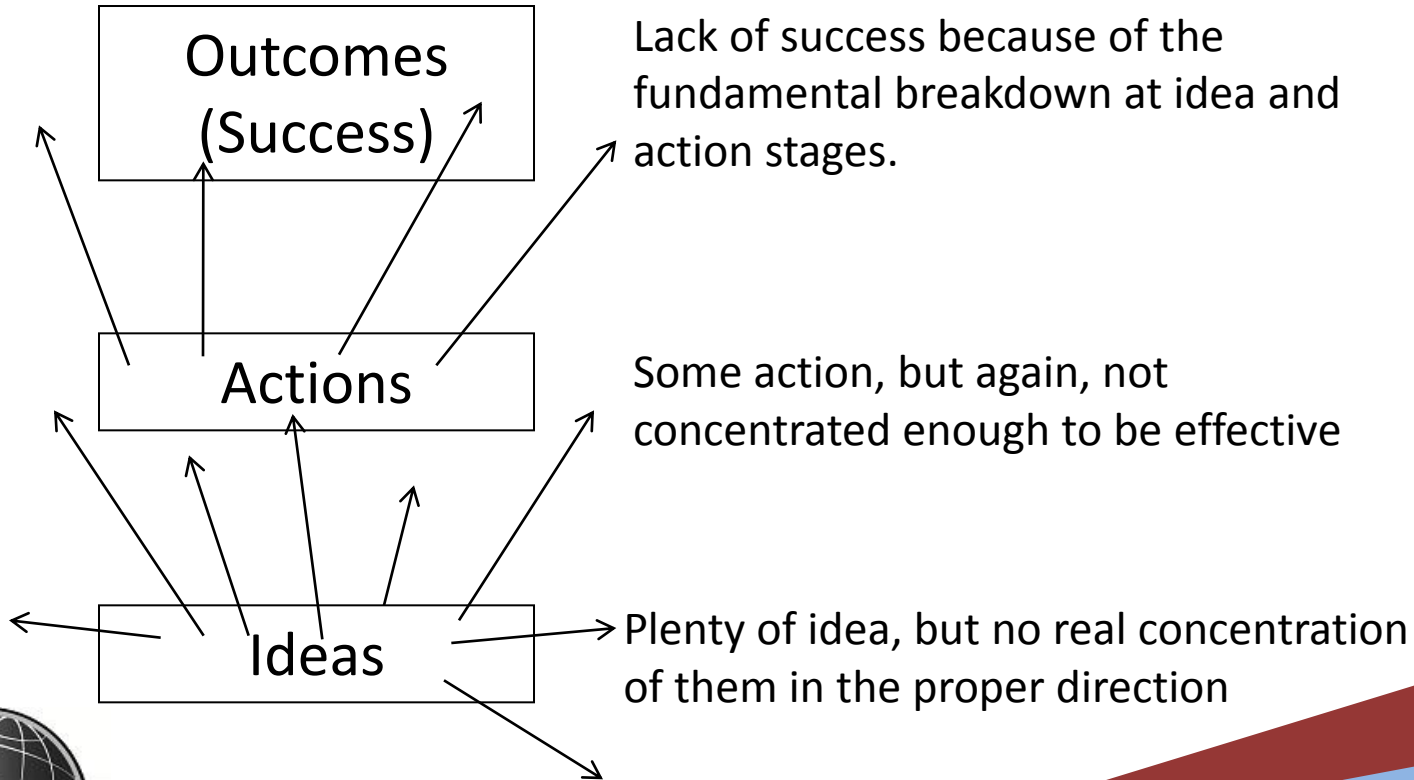
**Strategy is once again a key element.**



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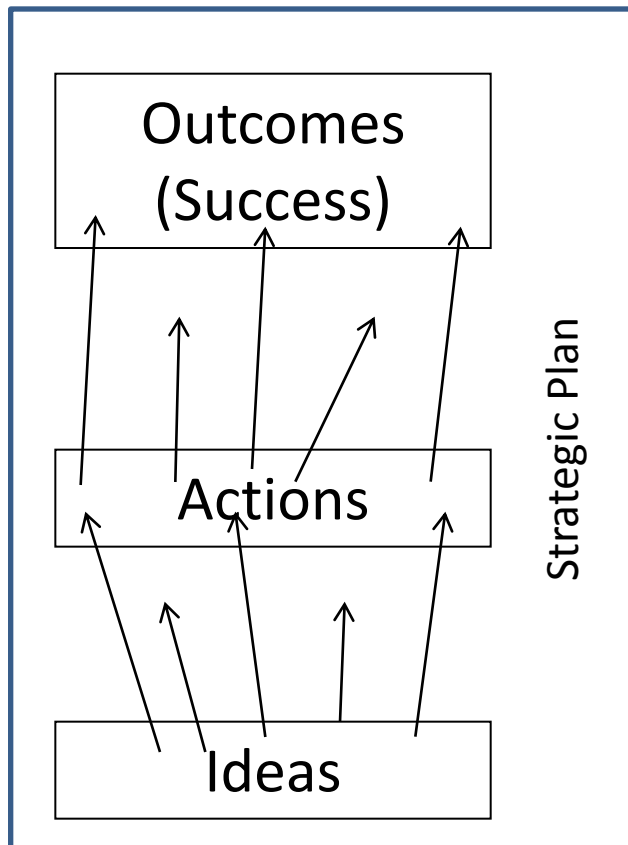
# Membership Building Strategy

Here's what often happens when a Toastmasters Club has an ad hoc approach to membership building:



# Membership Building Strategy

Contrast this approach to what happens when a strategic plan encompasses all aspects:



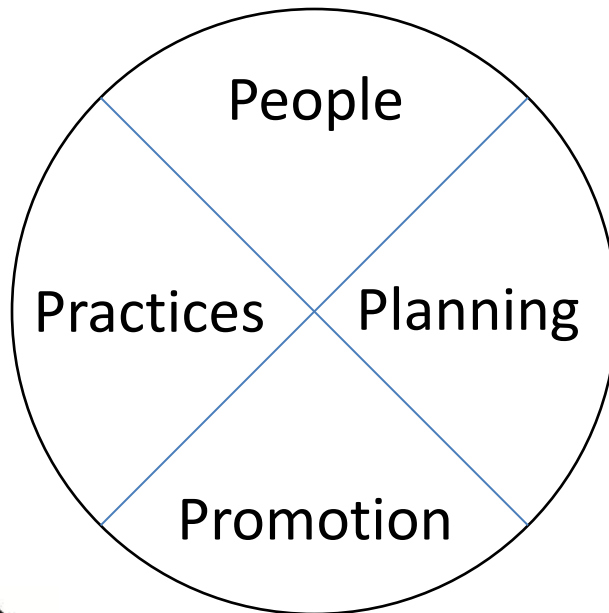
All the effort is concentrated towards the positive outcome because it is all held together by a single strategic plan.



# Membership Building Strategy

**Advertising / Promotion is simply one part of the total membership building practice.**

There are 4 main parts to it, through:



These are the 4 foundations of any successful club, group or organisation.



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# Membership Building Strategy

Planning as a fundamental involves  
both

**Planning**

&

**Promotion**

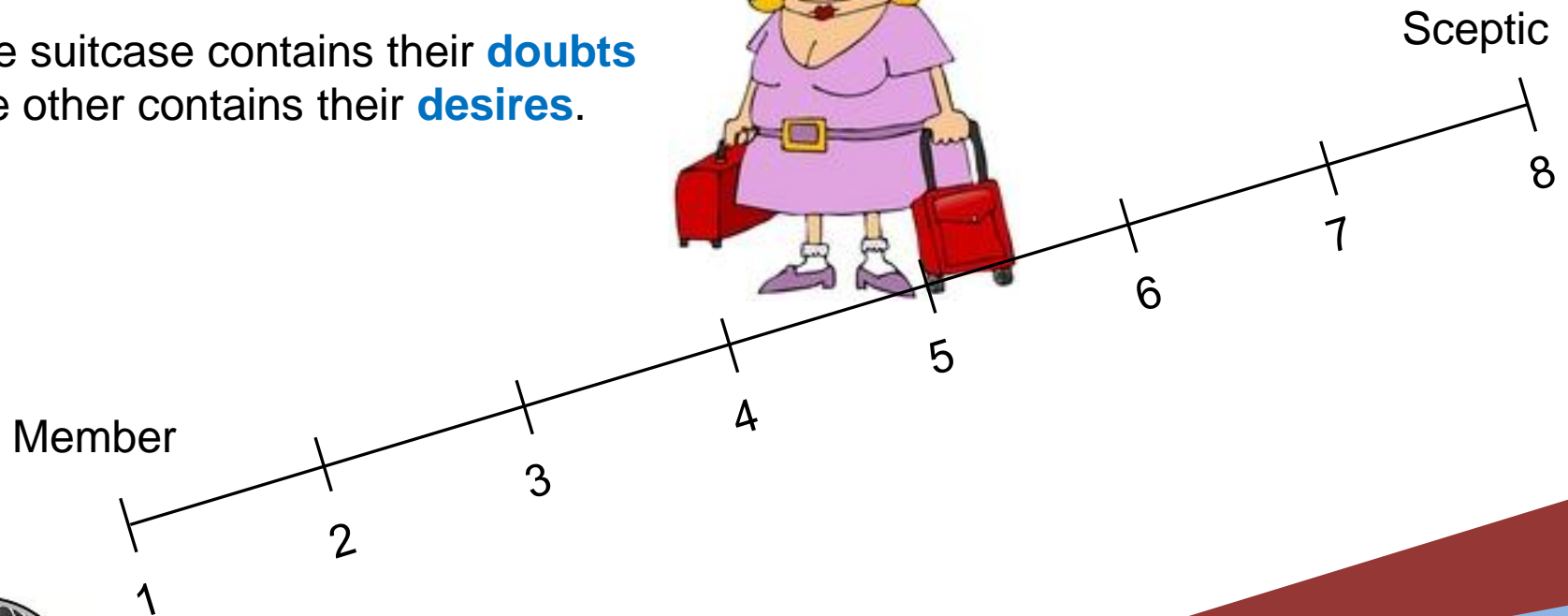


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# Membership Building Strategy

When visitors arrive at the club for the first time, they carry two suitcase:

One suitcase contains their **doubts**  
The other contains their **desires**.



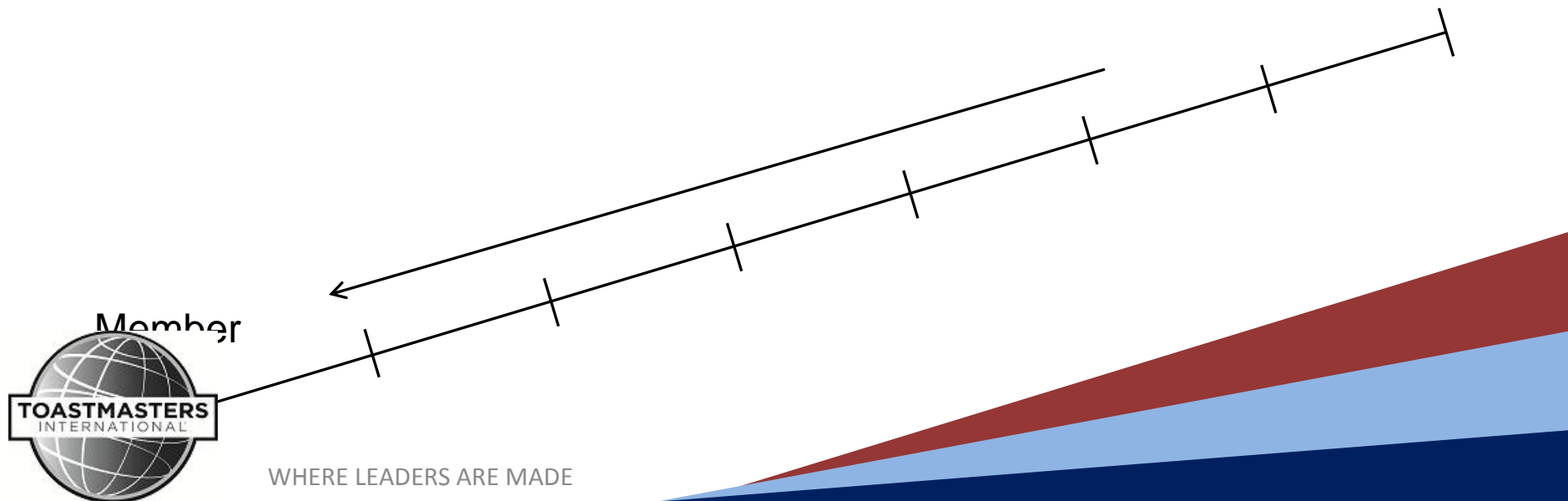
WHERE LEADERS ARE MADE

# Membership Building Strategy

People arrive at a Toastmaster Club somewhere along the continuum:

They are either sceptical or keen to join.

Where were you when you made your first visit to a club, before joining?



# Membership Building Strategy

What factors improve the likelihood of turning visitors into members?

1. **Personal Connection** – taking a personal interest in the visitor
2. **Inclusiveness** – Encouraging & facilitating participation by a visitor.
3. **Information** – providing the key information that a visitor needs – don't overload them.



# Membership Building Strategy

How to get every member included in the  
Membership Building  
from a strategic point of view?

Identify if your members are:

**Connectors**

Or

**Communicators**



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# Membership Building Strategy

## Team Member Strengths

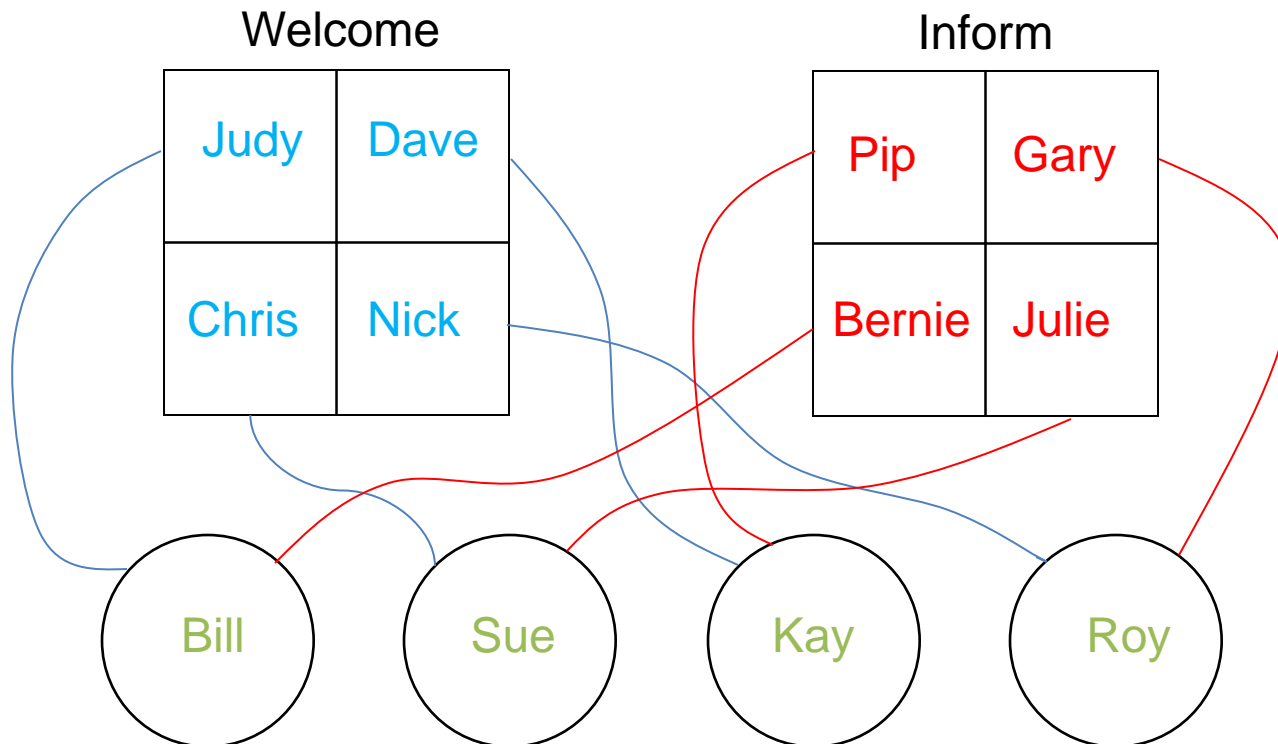
**Connectors:** People who are:  
**Outgoing**  
**Empathetic**  
**Relational**  
**Stimulated or energised by other people**

**Communicators:** People who are:  
**Informative**  
**Developmental**  
**Task oriented**  
**Stimulated more by ideas than by people.**



# Membership Building Strategy

## Team Approach to Visitor Contact



# Membership Building Strategy

**Welcome:** Their mission is connection between visitor and members

- \* Introduce people to visitor
- \* inquire after the visitor, their back ground, interests, family, etc
- \* accommodate them by finding them a seat, getting them a cup of tea, etc.
- \* contact – post meeting follow up.

**Inform:** Their mission is to communicate information for the visitor.

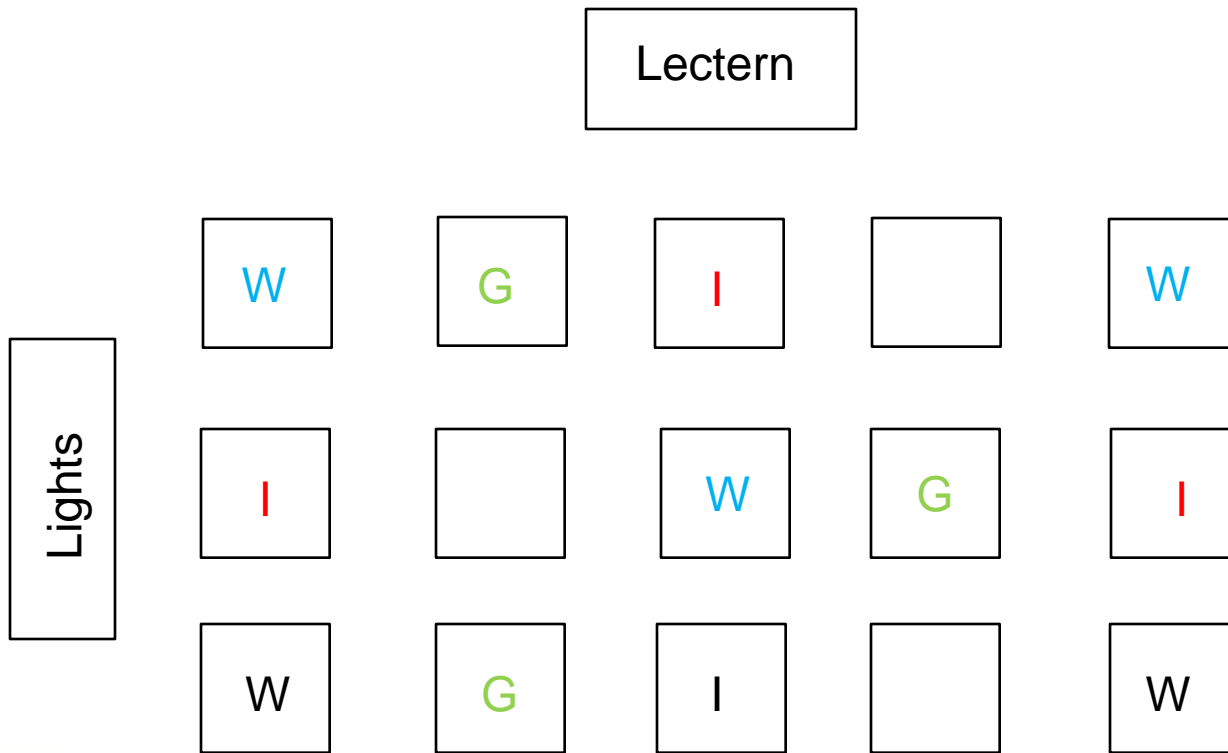
- \* describe how meetings work, what the roles involve, TM, agenda
- \* explain what to expect, what to do
- \* demonstrate how things work, etc
- \* inquire about their desire to join, their reasons for visiting.

**Invite them to join if appropriate.**



# Membership Building Strategy

## Targeted Seating Plan





# Membership Building Strategy



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