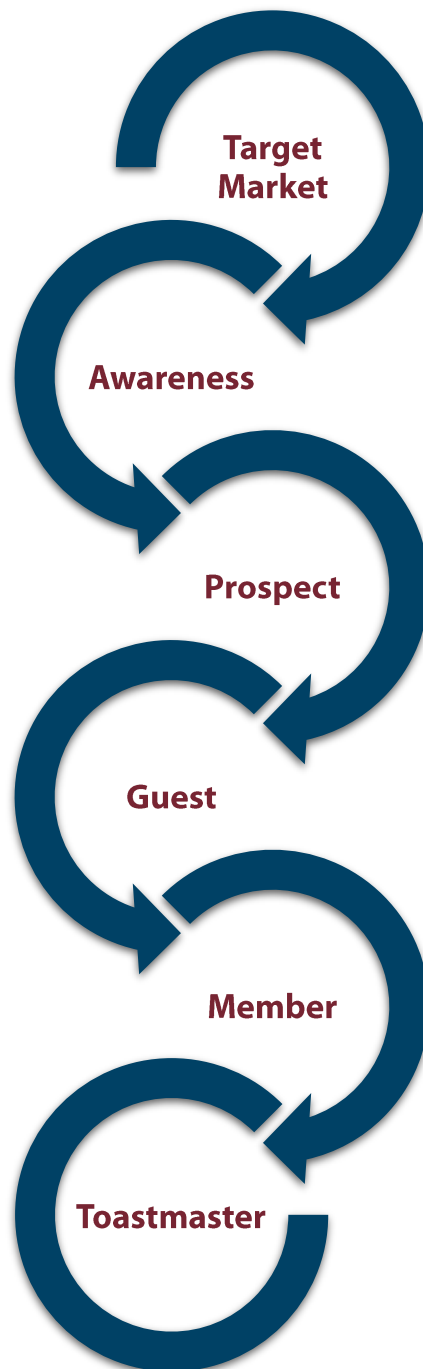




New Member Journey

A Guide to Membership Growth and Retention



TOASTMASTERS
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Overview

- ▶ Membership growth and retention are critical to the continued success of our clubs.
- ▶ Having a system in place to find, convert and retain new members leads to more efficient and effective marketing, with less wasted effort and resources.
- ▶ Each link in the chain must work effectively for clubs to grow and retain their membership.

1. Target Market

Identify your target market

- ▶ Consider different groups in your area or organisation who might be interested in joining your club
- ▶ Young people, retirees, working professionals, students, stay-at-home parents, self-employed entrepreneurs, members of specific community or religious groups, etc.

Aim for a balance of demographics

- ▶ Diverse clubs are strong clubs – they are more resilient to other member commitments
- ▶ Clubs with a range of ages, genders, cultures, professions, and affiliations are better able to recruit from their surrounding communities and organisations.

2. Awareness

Locate your target market

- ▶ Where do they spend their time? Not just offline, but also online?
- ▶ Approach potential members where they already gather in numbers – this is more effective and less costly than untargeted marketing

Deploy marketing campaigns

- ▶ Make use of appropriate mediums and tools to reach your audience
- ▶ Word-of-mouth referrals by your members are your best asset
- ▶ Run campaigns regularly to keep Toastmasters in the public eye

Tailor your message

- ▶ Ensure that your marketing messages fit your prospective audience
- ▶ Identify and focus on what you offer that would interest your target market
- ▶ If possible, match the person doing the marketing with the target demographic



3. Prospect

Update club contact details

- ▶ Include up to date contact details on all marketing materials
- ▶ Update website, phone numbers, Toastmasters Find-a-Club contacts and map reference

Expand communication channels

- ▶ Increase the number of online and offline mediums that can be used to contact your club
- ▶ Monitor all channels regularly to ensure timely replies to contacts
- ▶ Make it easy for a prospective member to contact your club

Provide information

- ▶ Include information about Toastmasters on your various channels
- ▶ Make your club appealing to prospects so that they want to contact you

4. Guest

Follow up on initial contacts

- ▶ Store prospect contact details and track follow up
- ▶ Individualise responses to prospect contacts
- ▶ Expressly invite and remind potential members to attend first meeting

Check physical location

- ▶ Display signage outside and around venue
- ▶ Provide clear directions for potential guests to find the club
- ▶ Ensure sufficient parking/access for attendees

Demonstrate customer service

- ▶ Organise a greeter, buddy or executive to meet guests at the door
- ▶ Have the venue, members and officers appear as welcoming as possible
- ▶ Minimise the potential fear factor for prospective guests

**“The Toastmasters club which has the right sort of program
does not lose its members.”**

Ralph C. Smedley



5. Member

First impressions count

- ▶ Deliver a positive experience each and every meeting
- ▶ Acknowledge and treat guests like royalty
- ▶ Collect contact information and follow up with guests who do not join immediately

Help guests make the decision

- ▶ Provide a guest packet which includes marketing material, fee schedule, etc.
- ▶ Buddy guests up with members who can share their experiences with Toastmasters
- ▶ Talk about the benefits to the guest as an individual

Close the sale

- ▶ Ask all guests whether they are interested in returning and/or joining
- ▶ Assist guests with filling out membership applications and submitting payment
- ▶ Make the joining process as seamless as possible

6. Toastmaster

Build commitment from the beginning

- ▶ Induct, orient, and assign a mentor to all new members
- ▶ Schedule Ice Breaker and meeting roles as soon as possible
- ▶ Explain and reinforce the Toastmaster Promise

Keep members involved and engaged

- ▶ Ensure regular participation and availability of speaking opportunities
- ▶ Schedule regular social events and variety to keep member experience fresh
- ▶ Follow up on no-shows and non-renewals and resell membership

Make being a Toastmaster painless and enjoyable

- ▶ Streamline club processes to avoid unnecessary delays and frustration
- ▶ Give plenty of notice about dues renewals – collect promptly and efficiently
- ▶ Be clear about role responsibilities and provide support where needed
- ▶ Communicate regularly with members to maintain excitement

**Members are the lifeblood of our organisation.
By keeping our membership levels healthy, we create a better
Toastmasters experience for everyone.**