

# Closing the Back Door; Thoughts on Membership Retention

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# Why Retain Members

- Role models
- Examples
- Show the ongoing process
- Easy to stay at charter strength

# Why Members Leave

- Achieved goals
- Unaware of opportunities & challenges
- Club doesn't meet expectations & needs
- Internal conflicts
- Members lack goals
- Nobody cares
- No feeling of ownership of club
- Meetings aren't fun
- No appreciation
- Inadequate feedback / evaluations
- Lack of personal growth
- Meetings routine / lack variety

# How to Retain Members

- Quality Meetings
- Goals
- Appreciation
- Challenge
- Involvement
- Mentor Program
- Feedback

# Quality Meetings

- Begin & end on time
- Meeting agenda
- Roles assigned in advance
- Roles explained
- Manual Speeches
- General Evaluator
- Name tags or tents
- Everyone prepared
- Everyone greeted & made welcomed
- Everyone participates
- Evaluations are helpful & constructive
- Fun, fun, fun . . .

# Goals

- Persons with no goals
  - Adrift
  - Lacks excitement
  - Critical of others' successes
  - Disappointed with achievements
  - Settles for rut
  - Poor manager of time, resources & energy
- Persons with goals
  - Sense of direction
  - Excited about life
  - Seeks excellence
  - Appreciates others' successes
  - Feeling of purpose, value & worth
  - Good manager of time, resources & energy
- Members / Club set yearly goals
  - DCP: Distinguish yourself / distinguish your club
  - New Member Profile Sheet
  - Member Survey Sheet
  - Phone calls
  - Table topics
  - Post goals

# Appreciation

- Induction of new members
- Personal interest in other members
- Publicly award for achievements
- Contact members who miss
- Newsletter (send to inactive members)
- Be hearty in your approbation and lavish in your praise

# Challenge

- Competition in contests
- Advanced manual speeches
- Leadership within and outside club
- Evaluations that include ways to improve



# Involvement

- New Members
- Stakeholder in success of club
- Role in every meeting
- Give members a feeling of importance

# Mentor Program

- New Members – Mentored
- Tenured Members – Mentor

# Feedback

- Guests
- Current members
- Members who miss
- Past members

# Conclusion

Late in his career, Joe DiMaggio was asked why he hustled on a play that meant little in a game that had little bearing on the Yankee's fate that year. Joe stated that: **“Because there is always some kid who may be seeing me for the first time. I owe him my best.”**