



TOASTMASTERS
INTERNATIONAL

WHERE LEADERS ARE MADE

Vice President Membership

Role Overview

“The vice president membership is the third ranking club officer and is responsible for planning, organizing and directing a program that ensures individual member retention and growth in club individual membership. The vice president membership chairs the membership committee “

Everything you do must support the Club Mission:

“We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.”

Main responsibilities:

- Recruit new members
- Conduct membership-building programs
- Assist guests
- Process membership applications

Before the Club Meeting

- Make a list of the new members who have joined the club since the last meeting and contact the club president to coordinate an induction ceremony at the next meeting. (Depending on your club culture).
- Have a few Guest Packets to distribute to guests at the meeting.
- Contact former guests who have not joined and members who have not been attending recent meetings, and gently persuade and encourage them to come to the next club meeting.

On Arrival at the Club Meeting

- Greet all guests and members at the door and welcome them to the meeting.
- Provide all guests with Guest Packets.
- Answer any questions guests may have about the club.

After the Club Meetings

- Meet with guests to answer questions and explain the benefits of Toastmasters.
- Invite guests to join the club or to attend another club meeting if they are hesitant to join.
- Help guests who do wish to join to complete the Membership Application.

Outside the Club Meeting

- Conduct ongoing membership-building programs and efforts.
- Promote the goal of one new member per month.
- Promote achieving 20 members by year-end or sooner, if the club has fewer than 20 members.
- Promote club and Toastmasters International membership building programs and conduct a minimum of two formal club membership programs annually.
- Follow up on and keep track of guests, new members joining, and members not attending meetings.

- Bring membership applications to the club for voting and, if the members are accepted, collect dues and fees and give them to the treasurer with the applications.
- Assist the vice president public relations with maintaining the club's website and newsletter.
- Ensure the club's meeting location and time are listed correctly on the club's website, promotional material, and with World Headquarters.
- Attend club executive committee meetings.
- Attend and vote at area council meetings.
- Arrange for a replacement if unable to attend a club meeting.
- Prepare your successor for office.

Responsibilities at the Executive Committee Meetings

- Work with the Executive Committee to organize and conduct membership contests
 - Organize and promote the club's participation in the Smedley Award, Talk Up Toastmasters!, and Beat the Clock membership contests.
 - Encourage club members to sponsor five, 10 or 15 new members as part of Sponsor Award.
- Keep track of the current membership count and set membership goals for the club.

Resources

The following resources are available to assist you in your role:

- [Club Leadership Handbook](https://www.toastmasters.org/resources/club-leadership-handbook) (https://www.toastmasters.org/resources/club-leadership-handbook)
- [Vice President Membership Training Video](http://origin-qps.onstreammedia.com/origin/ToastmastersInternational/eLearning/COT/06072017/VPM_v2_06072017/story_html5.html) (http://origin-qps.onstreammedia.com/origin/ToastmastersInternational/eLearning/COT/06072017/VPM_v2_06072017/story_html5.html)
- [District 17 Website](https://toastmastersd17.org/resource/increasing-clubmembership/) (https://toastmastersd17.org/resource/increasing-clubmembership/)
- President
- Club Officer Training

Opportunities for Skill Development as a Vice President Membership

As a Club Vice President Membership you will have the opportunity to develop the following skills:

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|--------------------|---------------------|-------------------------|
| • Networking | • Time Management | • Organisational Skills |
| • Customer Service | • Event Planning | • Leadership Skills |
| • Marketing | • Motivation Skills | |

The Next Step

Once you finish your term as the club's Vice President Membership you might like to take on another committee role where you can continue to grow your leadership and interpersonal skills.

Summary

- The Vice President Membership is responsible for attracting new members, retaining current members and creating a welcoming environment for guests.
- Along with the entire executive committee they are responsible to deliver a positive member experience, achieve goals, drive membership growth and look for future leaders.

Enjoy your term as Vice President Membership!