

## New Member Journey - Checklist

STAGE	TASKS	CURRENT STATE	ASSIGNEE
<b>Target Market</b>	Members understand benefits and value of Toastmasters		
	Members understand the club's vision/unique selling proposition		
	Club has identified its target market/s		
<b>Awareness</b>	Club has an active web/social media presence		
	Members share about Toastmasters within their networks		
	Club runs regular marketing/membership building campaigns		
	Club marketing materials are distributed in community/organisation		
	Club is listed on Toastmasters International's Find-a-Club site		
<b>Prospect</b>	All marketing materials contain club contact and meeting details		
	Email/phone contact and meeting details on Club Central are updated		
	Club's map entry in Club Central is correct		
	Club social media channels offer contact options for prospects		
	Contact and meeting details on club website are up to date		
<b>Guest</b>	Club email/social media channels are monitored regularly		
	Prospect contact details are collected and stored centrally		
	Prospects are:		
	- followed up promptly		
	- provided with information about Toastmasters and the club		
	- invited to attend the next convenient meeting		
	Club meeting location:		
	- is accessible		
	- can be found easily from directions provided on website		
	- has Toastmasters signage in/outside the venue		
Guests are welcomed promptly on arrival			

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<b>Member</b>	Guests have their contact details collected and stored centrally		
	Guests are:		
	- seated with a member/buddy who can explain the meeting and answer any guest questions		
	- provided a guest packet with membership/joining information		
	- explained the benefits and obligations of membership		
	- invited to join the club		
	New member applicants are:		
	- assisted to complete the membership application form and submit payment		
	- voted on by the club membership		
	- registered and paid in Club Central		
<b>Toastmaster</b>	Non-joining guests are followed up promptly and invited to return		
	New members are:		
	- sent a welcome email by club		
	- inducted at a club meeting		
	- provided with a member badge		
	- surveyed about their specific needs and goals		
	- assigned a mentor		
	- provided an orientation to the club and Toastmasters		
- provided a Pathways orientation			
- scheduled to promptly complete their Ice Breaker speech			