

Vice President Membership (VPM)

Club Officer Training

Presented by Joan Lewis, DTM, ID

jlewis@toastmasters.org



Agenda



- ▶ VPM
Role



- ▶ VPM
Responsibilities



- ▶ VPM
Resources

Session Objectives

- ▶ Identify your role
- ▶ Fulfill your responsibilities
- ▶ Find resources that help you

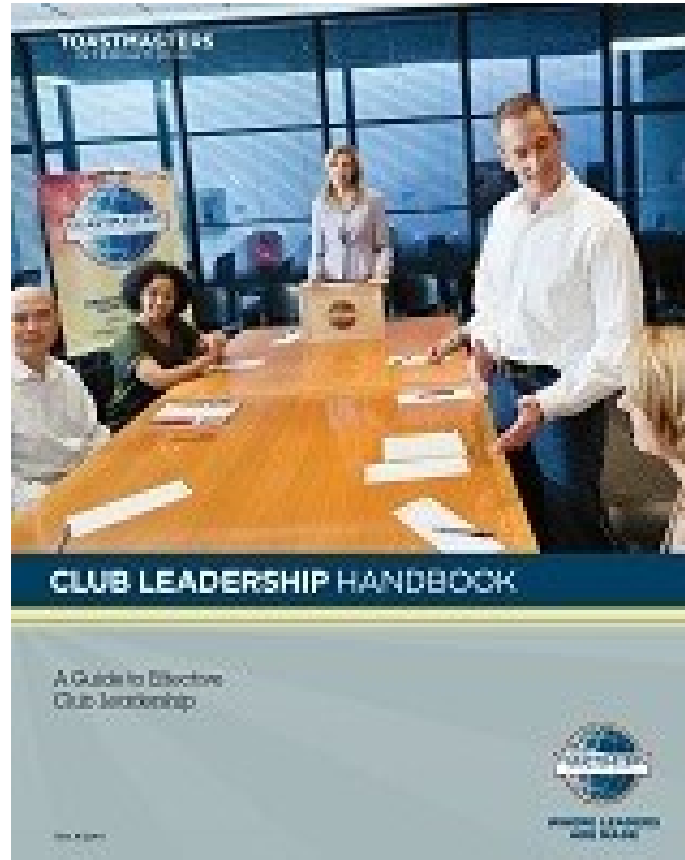


VPM Role

- ❖ Third ranking officer
- ❖ Member retention
- ❖ Member growth
- ❖ Area Council Rep



Club Leadership Handbook



<https://www.toastmasters.org/resources/club-leadership-handbook>

CLUB MISSION



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

VPM Responsibilities



The Club Meeting



Outside the Club Meeting



The Executive Committee

The Club Meeting

- ▶ Before Club Meetings
- ▶ Upon Arrival at Club Meetings
- ▶ During Club Meetings



Before Club Meetings

- ▶ Prepare Guest Packets
- ▶ Contact former guests and members
- ▶ Set a goal of 1 new member per month



Upon Arrival at Club Meetings

- ▶ Greet all guests and members.
- ▶ Provide all guests with Guest Packets
- ▶ Answer questions guests may have.



AT THE CLUB MEETING

- ❖ Sit at the door
- ❖ Introduce guests to president
- ❖ Vote potential member into club
- ❖ Conduct induction ceremony
- ❖ Promote membership contests



After Club Meetings

- ▶ Meet with guests to answer questions.
- ▶ Invite guests to join the club.
- ▶ Help guests complete the membership application.



Membership Application

Membership Application.pdf - Adobe Acrobat Reader DC


File Edit View Window Help

Home Tools Membership Applic... x

1 / 3 110%

Share

MEMBERSHIP APPLICATION & PAYMENT INFORMATION



To become a club member, please

1. Completely fill out and sign the **Membership Application**.
2. Completely fill out and sign the **Payment Information** document (page 3).
3. Submit both completed and signed documents to the club officer.
4. Please check here [if you use assistive technology](#) (such as a screen reader) to view your educational materials.

For questions, please contact membership@toastmasters.org.

MEMBERSHIP APPLICATION

Club Information

This section is completed by a club officer.

Club number	Club name	Club city
-------------	-----------	-----------

Applicant Information

This section is completed by the applicant.

Male Female Other

Last name/Surname	First name	Middle name
-------------------	------------	-------------

Membership Type

This section is completed by a club officer.

New Reinstated (break in membership)

Dual Renewed (see book)

- Export PDF
- Create PDF
- Edit PDF
- Comment
- Combine Files
- Organize Pages
- Redact
- Protect
- Optimize PDF
- Fill & Sign
- Adobe Sign

Convert and edit PDFs with Acrobat Pro DC

[Start Free Trial](#)



Outside the Club Meeting

- ▶ Conduct and promote membership-building programs and contests.
- ▶ Promote membership goals.
- ▶ Follow up on and keep track of guests.



Membership Building Programs

Smedley Award

Program Dates: August 1 – September 30

Talk Up Toastmasters

Program Dates: February 1 – March 31

Beat the Clock

Program Dates: May 1 – June 30

Outside the Club Meeting

- ▶ Bring membership applications.
- ▶ Assist the vice president public relations.
- ▶ Ensure meeting information is correct.
- ▶ Attend club executive committee meetings.



Outside the Club Meeting

- ▶ Attend and vote at area council meetings.
- ▶ Arrange for your replacement or assistance.
- ▶ Prepare your successor for office.



The Executive Committee

- ▶ Organize and conduct membership contests.
- ▶ Report on club membership.



How to Fulfill the VPM Responsibilities



- ▶ How
- ▶ When
- ▶ Who
- ▶ What

VPM Responsibility Action Plan

- ▶ How will you fulfill this responsibility?
- ▶ When will each action be completed?
- ▶ Who is available to help you?
- ▶ What materials and resources can you use?

VPM Resources



Additional Resources

Vice President Membership Resources

Success 101 (Item 1622)

www.toastmasters.org/1622

Membership contest information

www.toastmasters.org/membershipcontests

*Distinguished Club Program
and Club Success Plan* (Item 1111)

www.toastmasters.org/1111

Distinguished Club Program
Goals (Item 1111C)

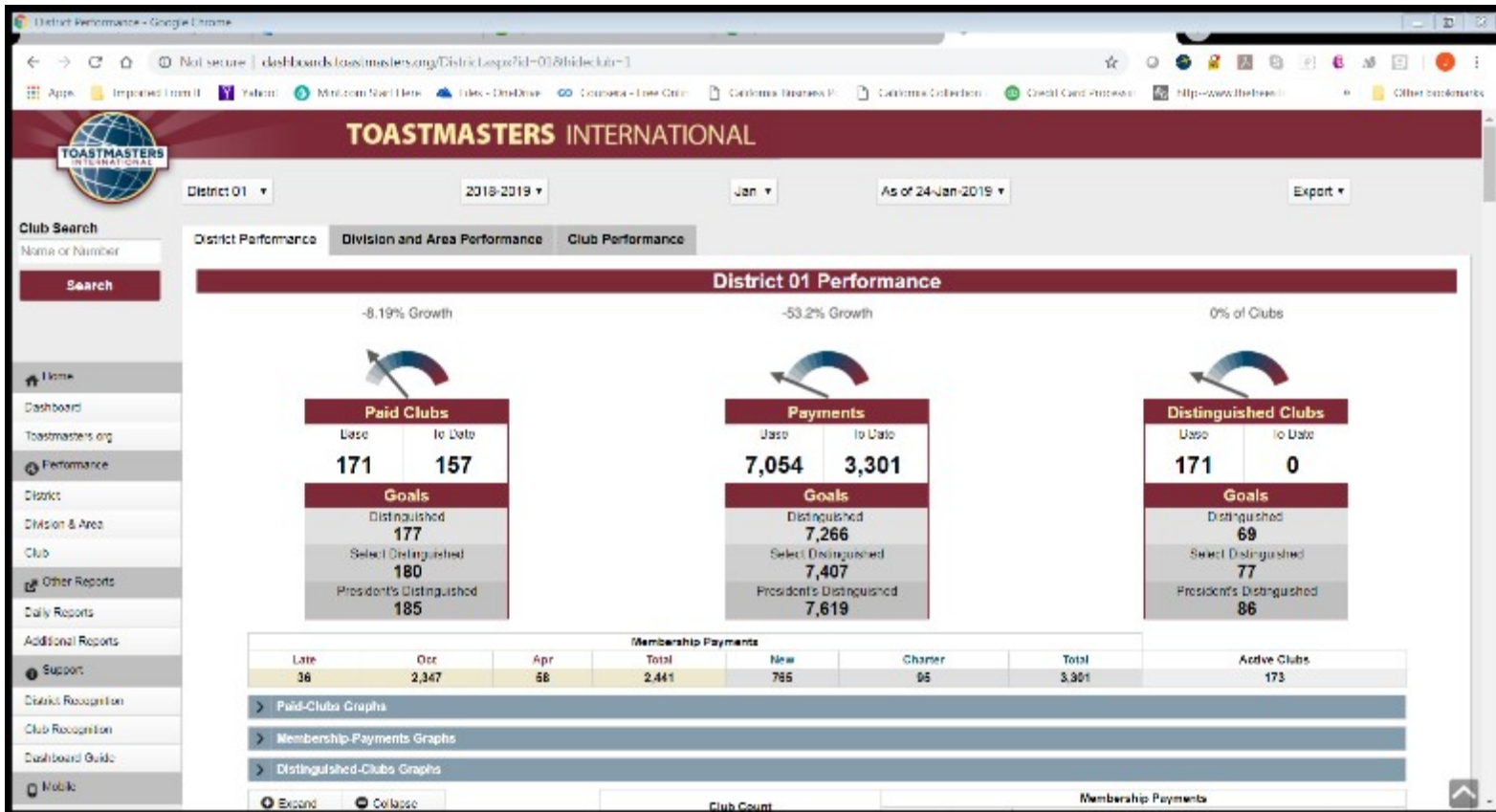
www.toastmasters.org/1111C

Speechcraft information

www.toastmasters.org/speechcraft

DASHBOARD

District Performance Reports



Getting Started

- ▶ Attend district-sponsored club-officer training program.
- ▶ Read materials.
- ▶ Meet with outgoing executive committee.
- ▶ Meet with outgoing vice president membership.
- ▶ Meet with current executive committee.

Getting Started

- ▶ Invite one to three members to serve on membership committee.
- ▶ Conduct a member survey on Moments of Truth session.
- ▶ Create Guest Welcome kits.
- ▶ Order any required materials.

This concludes the session.

Club Officer Training

