

## Beginning of the year - Check list for VPPR's

VPPR name:

Club:

Ph:

Date:

Area Governor Name:

Ph:

✓ or N/A	Pending	Item	Comments
<b>1. Publicising club &amp; meeting time</b>			
		a. Meeting time local paper/s	
		b. Meeting time Community Radio	
		c. Flyers on community notice boards	
<b>2. The professional personal touch</b>			
		a. Business Cards for members	
		b. Visitor buddy/Mentor program in place	
		c. Visitors book at meetings	
		d. Delegate a person to be responsible for follow up phone call to visitors.	
		e. Plan "Bring a friend" meeting nights targeted at potential members	
<b>3. The Web page</b>			
		a. Web page contact numbers correct	
		b. Consider a card phone as a primary club contact point	
		c. Web page email correct	
		d. Web page content updated	
		e. Member profiles updated	
		f. Web page photos relevant to your target market	
<b>4. Community Publicity</b>			
		a. Plan photo events for press releases	
		b. Plan Toastmaster stands at local events/festivals	
<b>5. Meeting Visitor packs up</b>			
		a. The benefits of becoming a Toastmaster	
		b. Background on Toastmasters	
		c. What to expect at a meeting	
		d. Contact information	
		e. Fee structure	
		f. Magazine/other material	
		g. Membership Form 400	
<b>6. Being relevant to your community</b>			
		a. Plan a Speechcraft course; in meeting	
		b. Plan a Speechcraft course; external	
		c. Plan a public speaking event	
		d. Organise a plan for specific member to talk to various local business managers	
<b>7. Comments</b> (your Area Governor would love to hear what is working for you, please feel free to ring and discuss your club programs).			

## Notes

The Toastmaster club executive is responsible for planning and the strategy which will deliver a high quality entertaining and educational experience to members.

As VPPR you have a very important role. All clubs in our District suffer from churn in membership, people moving on due to a number of reasons, jobs changing, they have achieved what they wanted, personal circumstances changing, or let's hope not, but, unhappy with the club or the way the meetings are run. Across Toastmasters in District 69, 30% of members move on every year.

The most effective, by a long way, of gaining membership is personal contact, followed by contacts made through the web site. The other ways of publicising Toastmasters make these primary introduction methods much more effective.

Expect to lose members, enjoy the freshness that new members bring to your club, they keep it interesting, you increase your circle of friends, it is all good, be positive, enjoy the challenge of a planned continuing membership drive.

✓ or N/A	Pending	Item	Comments
<b>1. Publicising club &amp; meeting time</b> You need to be visible as a community event, you need the Toastmaster name in the free public domain.			
		a. Meeting time local paper	Follow up just because you send the information in, it doesn't mean that it will go to print, the squeaky wheel gets the grease.
		b. Meeting time Community Radio	See if you can delegate a member to do a spot on community radio, if this is available, even for limited time periods.
		c. Flyers on community notice boards	Use a quality flyer, these are a very effective to publicise your club in your home area, they also make face to face contact much easier; people become interested to hear more about toastmasters. See <a href="http://www.toastmastersnorth.org">www.toastmastersnorth.org</a> for an example
<b>2. The professional personal touch</b> This is your goldmine, nurture it			
		a. Business Cards for members	Make sure all members have a professional or homemade business card. When talking to a potential member you should be able to give the essential information in a professional manner. Effectively designed homemade cards are acceptable in community clubs. See <a href="http://www.toastmastersnorth.org">www.toastmastersnorth.org</a> for an example
		b. Visitor buddy/Mentor program in place	When you have visitors arrive make sure they are made welcome and looked after, this is an excellent way for the Sergeant at Arms committee members to be give a formal role, this is as well as impressing the importance for all members to be hosts. Your mentor program will ensure new members are looked after and made feel important.
		c. Visitors book at meetings	Make sure you have a visitors book with columns for Date, Name, Phone, email and comments.
		d. Delegate a person to be responsible for follow up phone call to visitors.	It gives a potential member confidence if they receive a follow-up phone call in the days after the meeting, checking that they had a good time, asking if there are any questions they need answering and inviting them to the next meeting.
		e. Plan "Bring a friend" meeting nights targeted at potential members	It is up to you to encourage and reward members who make the effort to bring friends, workmates and associates along.
<b>3. The Web page</b> This is where people who are locating Toastmaster clubs, or to improve their speaking skills, will be looking. They are qualified buyers, you need to impress them when they find you.			
		a. Web page contact numbers correct	Double check all contact numbers work
		b. Consider a card phone as a primary club contact point	A number of clubs use a card phone for incoming calls from the web page. When someone rings the phone is answered professionally, and the phone can be passed between members

			easily. "Mum! there is a man on the phone", is not a professional introduction to toastmasters.
		c. Web page email correct	It is better to use a generic email i.e. <a href="mailto:info@cairstoasters.com">info@cairstoasters.com</a> on the web page, which is then forwarded to the relevant member/s. This cuts down on spam mail for the member/s.
		d. Web page content updated	Make sure the content of your web page is updated, 2006 club activity calendars do not attract members.
		e. Member profiles updated	Potential members like to see what sort of people are in your club, encourage members to update their details in the membership section, if they do not want to put a photo in, use a cartoon or some other pictorial representation, an interesting, creative and fun membership profile is attractive to visitors
		f. Web page photos relevant to your target market	The free toast host websites are good, but please use local photos, we do not go to toastmasters in corporate dress, make your photos relevant to your potential members.
<b>4. Community Publicity</b> Be relevant to your community, plan to integrate the club into community activities, be part of your community, not a club in isolation.			
		a. Plan photo events for press releases	You need action photos for press releases, if you have an important visitor or an interesting event, your press release must contain well written print and a quality photo, journalists love it when someone makes their job easy. If you have great stories or need help utilise the district Publicity Officer
		b. Plan Toastmaster stands at local events/festivals	If there are local events or festivals coming up, plan to have a stand or a soapbox competition. It is a great way to get some speeches evaluated, and it gives you practice in true public speaking.
<b>5. Meeting Visitor packs up</b> These inform the visitor at the meeting and give residual material for them to consider after the meeting. Keep the information brief and easy to read with headings and dot points.			
		a. The benefits of becoming a Toastmaster	Have a sheet clearly listing the benefits that a member can get from toastmasters, how it can improve their home and work life.
		b. Background on Toastmasters	Brief information on the Toastmaster organisation.
		c. What to expect at a meeting	Outline of each of the roles.
		d. Contact information	Who they can ring for more information. Have male & female contacts as it will increase your success rate.
		e. Fee structure	What they have to pay. Make it very clear.
		f. Magazine/other material	A past magazine can give them a very good insight into the organisation.
		g. Membership Form 400	Always include a membership form.
<b>6. Being relevant to your community</b>			
		a. Plan a Speechcraft course; in meeting	Speechcraft courses that are run as part of the meeting have a very high conversion rate to membership. These are normally run at a lower cost with those joining the club being subsidised.
		b. Plan a Speechcraft course; external	External speechcraft courses normally have a low member conversion rate but they can supply vital funds for the club and get the Toastmaster name into the community.
		c. Plan a public speaking event	A school or community public speaking even is an excellent way to improve your profile in the community.
		d. Organise a plan for specific member to talk to various local business managers	Toastmasters between them have a very wide network in a community. Draw up a contact schedule and ask members to talk to businesses and organisations within their area of contacts.