

District 6 New Member Recruitment Survey

From Guest to Member

12/5/2014

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Summary

Objective: To determine the top methods for gaining new members in District 6.

Method: a Survey Monkey survey was emailed 11/30/2014 to the club presidents of the 71 District 6 clubs which gained 4 or more new members since 7/1/2014. The responses of the 35 clubs that responded by 12/5/14 are included in the data.

Results:

New Members

The top two most commonly used ways that result in gaining members are **personal invite** and **club websites**. Although these two were by far the most common, other common successful ways to gain members (ways used by 5 or more clubs) were: Meetup, Educating members on inviting guests, Open houses, Flyers/Posters, Speechcraft and Corporate newsletter or website.

Converting Guests to Members: More than 80 percent of these clubs use a guest packet and 75 percent invite guests to join at their first meeting. Extensive comments are included. The highlights of the comments about converting guests to members are: friendly, welcoming atmosphere, quality meeting, invitation to join, follow up.

Assigning Mentors: 90 percent of the responding clubs, either always (70 percent) or sometimes (20 percent) assign a mentor to a new member.

Additional questions involved method of payment of dues (most still use checks) and whether a club had done a Moments of Truth Module since July 1 (70 percent had NOT).

Top Recommendations:

Create educational programs to help clubs:

1. Have quality meetings so that people are excited to invite guests and the club makes a great first impression.
2. Make sure the club website (and TI listing have correct information).
3. Learn effective ways to make personal invites
4. Learn effective ways to consistently convert guests to members
5. Consistently use successful recruitment methods

Supporting Information

The following pages include:

- A table of the recruitment methods of high-new-member clubs
- Summary graphs of:
 - Converting guests to members
 - Percentage of clubs assigning mentors
 - Percentage of clubs doing the Moments of Truth Module this year
- A List of the 71 Clubs that gained 4 or more new members since 7/1/14
- Extensive Comments
- Case Study (Trademasters)
- Division Governor's RoundTable Topic List from 11/08/14

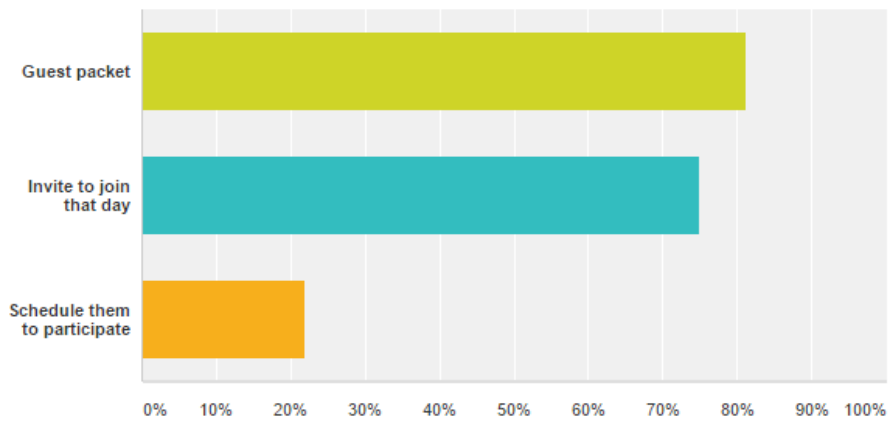
Recruitment Methods of High-New-Member Clubs*

# New Members: Method	1	2	3	4	5+	# of CLUBS gaining members by method
Personal invite (numbers indicate # of clubs)	6	3	6	5	3	23
Club website	6	3	4	1	2	16
Meetup	3	2	0	1	1	7
Educating Members on inviting guests	2	1	0	1	3	7
Open House	4	0	0	1	1	6
Flyers/Posters	0	3	1	0	2	6
Speechcraft	0	1	3	1	0	5
Corporate newsletter or website	1	4	0	0	0	5
Membership contest	2	0	0	0	0	2
Social media	1	1	0	0	0	2
Employee orientation info	1	0	1	0	0	2
Toastmaster pins worn	0	1	0	0	0	1
Toastmaster magazines	0	0	0	0	1	1
Tradeshaw/Career Fair booth	1	0	0	0	0	1
Newspaper listing	0	0	0	0	0	0
Business cards	0	0	0	0	0	0
Special Topic meeting	0	0	0	0	0	0
Youth Leadership	0	0	0	0	0	0

*11/30/14 Survey sent to the 71 D6 Clubs that gained 4 or more members since 7/1/14.
35 clubs responded by 12/5/14

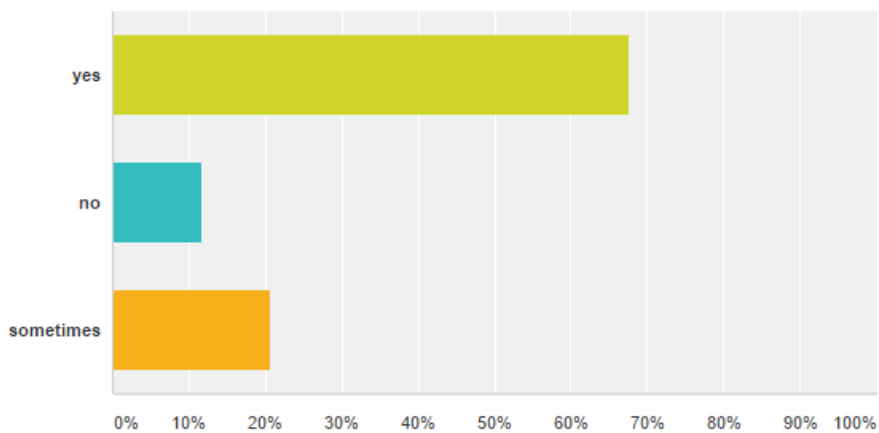
When you have visitors, how do you convert them to members?

Answered: 32 Skipped: 3



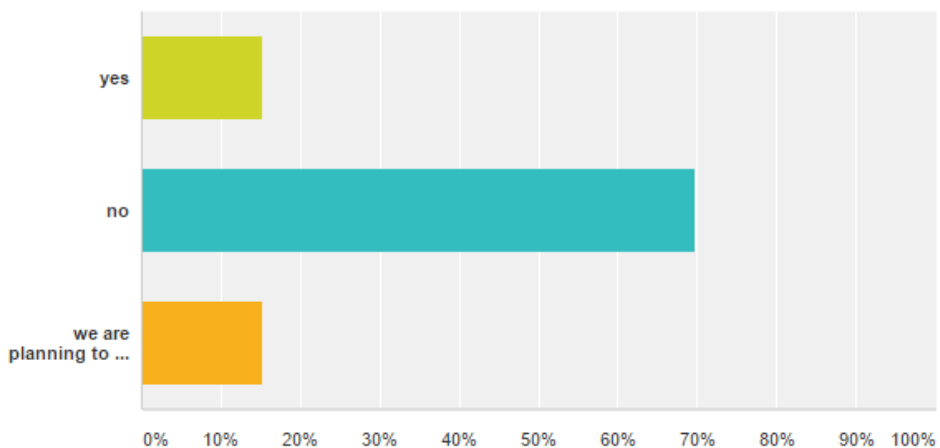
Do you assign a mentor to a new member?

Answered: 34 Skipped: 1



Has your club done the Moments of Truth module since July 1?

Answered: 33 Skipped: 2



Clubs that added 4 or more members 7/1/14- 11/30/14

District	Division	Area	Club	Club Name	New	Total to Date	Responded
6	C	1	902590	MACMasters Toastmasters Club	4	18	X
6	C	1	3334	V.A.M.C. Toastmasters Club	4	15	X
6	C	3	4316	Talking Heads Club	11	42	
6	C	4	1409	Free Speakers	5	25	X
6	C	4	780801	Generally Speaking Toastmasters Club	5	22	X
6	C	5	987	Attention Getters Club	5	21	
6	C	6	1280	Dan Patch Toastmasters Club	4	21	X
6	C	6	3572204	Stagecoach Speakers-Bloomington MN	5	17	X
6	E	11	208	King Boreas Club	4	20	
6	E	11	1696	Metropolitan Club	6	22	X
6	E	11	999440	Zaj Lus Dragonspeakers	4	12	
6	E	12	383	Midway Club	7	23	X
6	F	21	1187545	Lino Lakes Toastmasters	7	19	X
6	F	21	3249945	Pine City Toastmasters	4	11	
6	F	21	167	White Bear Toastmasters	6	17	X
6	F	23	447	King Of Clubs Club	4	22	X
6	F	24	867276	Brave Hearts	4	21	
6	F	24	7756	Deluxe Toastmasters - Shoreview	4	36	
6	F	25	6913	Freethought Toastmasters Club	4	20	X
6	F	26	1062040	Golden Toasters	6	25	
6	F	26	633024	Speaking In Bytes Toastmasters Club	7	19	
6	I	31	1523	Duluth Club	5	16	X
6	I	32	2090	Nanabijou Club	7	21	X
6	I	34	2657873	Zenith City Toastmasters	7	28	
6	M	41	1227767	Deloitte Minneapolis Toastmasters	4	20	X
6	M	42	4216	Roller Toasters Club	6	21	
6	M	42	82	Russell H Conwell Club	6	21	
6	M	43	1095035	Oracledirect Toastmasters	6	26	X
6	M	43	5338	Voices Of Ameriprise Financial	7	31	
6	M	44	3107	Converse All Stars Club	4	28	
6	M	44	5348	FRB SpeakeaSy Club	8	43	
6	M	45	183	Gopher Toastmasters Club	5	19	X
6	M	45	6594	Stagecoach Speakers Downtown Mpls	12	44	X
6	M	46	75	Minneapolis Club	7	23	X
6	M	46	2509	Speak Up And Out Club	5	13	X
6	M	46	931300	Stagecoach Speakers-HMMC	5	20	
6	M	47	2019	Sales And Marketing Executives Club	6	31	X
6	M	47	719114	Stellar Speakers Toastmasters Club	6	26	X
6	N	51	1502891	Deliver Under Pressure	4	25	
6	N	51	5172	Happy Talkers Club	4	20	X
6	N	52	1290704	Pain Free MCS	6	23	X
6	N	53	7225	TCO Speakos Toastmasters Club	7	26	
6	N	53	7127	Westside Speakers Club	8	17	
6	N	55	2748	Anoka Club #2748	9	40	
6	N	55	692	Northwest Wind Club	5	16	
6	N	55	1428	Pacemasters Club	5	33	X
6	N	56	2665	AC Early Risers	4	21	
6	N	57	6348	TicTalkers Toastmasters Club	7	35	
6	P	62	6025	Creative Memories Club	5	10	
6	P	65	4583	The Southwest Tale Weavers	4	25	X
6	P	66	1000	MIDDAY MUMBLERS CLUB	4	20	X
6	R	72	7443	Hudson Rise 'n Shine Toastmasters	5	26	
6	R	73	6227	Apple Valley	7	27	
6	R	74	8582	Westerly Winds Toastmasters Club	7	35	X
6	R	75	2848	Word Masters Club	4	23	
6	R	76	9893	Speak N' Eagan Club	4	23	X
6	R	76	1546746	Stage Coach Speakers-Eagan	4	18	
6	S	81	7215	Shakopee Toastmasters	4	16	
6	S	84	8693	Rochester Break Of Day Toastmasters Club	8	16	X
6	S	85	5917	Chamber Toastmasters	5	28	
6	S	86	1505727	Bright Monday	4	17	
6	W	91	6393	Carlsonics Toastmasters Club	4	24	X
6	W	91	2119	Tonka Talkers	6	23	
6	W	92	7179	Marsh Winds Toastmasters Club	4	23	
6	W	94	5913	Cargill Trademasters Club	15	43	
6	W	94	7076	Speakers By Design	6	16	X
6	W	95	2717197	Morning Glory	7	25	X
6	W	95	1083844	On The Road Again	5	27	X
6	W	96	2752754	Happy Hour	11	40	
6	W	96	9218	Speakers After Hours Toastmasters Club	4	11	
6	W	97	4687	All-American Speakers Club	5	20	X

Comments on Converting Guests to Members

- Include them in the meeting and talk to them as though they are already a member
- I feel the persistent, soft-sell approach works best at converting guests to members. Simply taking an interest in the other person works wonders.
- We talk to them about their goals, we use a soft sell, and we welcome them back to attend. The guest is always comfortable.
- We ask them to participate in Table Topics
- Follow up letter
- 1) We ask if they would like to give a table topic speech 2) Someone they know or an officer invites them to coffee
- Follow-up email
- We tell visitors that we want them to join (we "ask "for the sale). And we have two people provide anecdotes about how Toastmasters have helped them.
- Option to participate or observer with no pressure either way. We always ask them for feedback at the end of the meeting and let them know from the start, their contributions are valuable.
- Ensure visitors to sign in club guest book and follow up later.
- Invite them to return. Introduce to Membership VP
- invite them to continue attending meetings as a guest until they're ready to join
- I personally answer the email request for info with a personal testimony about what Toastmasters has done for me and why I like the club!
- We invite with no pressure. It is about making a connection with our culture
- Introduce themselves to the club, sign guest book, we follow up later and keep in contact with them, inviting them to more meetings.
- We go through the guest packet with them so they understand the program and can connect with and ask questions of a real person.
- Table Topics participation and encouraging them to keep coming as long as they want before joining.
Invitation to come back, without any obligation.
- Follow up

Additional Comments (Anything you would like to add?) 1 of 3 pages

-Following up with guests has been key. We forward the weekly agenda's to the guest e-mails on occasion. We also send personal e-mails asking them to come for a visit. It is difficult to get guests for our club but rarely have trouble getting them to join once they show up.

-I believe our club's atmosphere and meeting quality make the difference. We balance structure and fun. Many members chose our club because we made them feel comfortable, whereas other clubs only made them feel more self-conscious. It also helps to have a lot of experience this club. Although we have a website and use Meetup (minimally), our PR efforts thus far have been modest.

-Our club's meeting quality, meeting room, and atmosphere are the primary reasons we've been able to keep existing members and gain several new members. We run a structured meeting and program at a nice facility, we're welcoming and friendly, and we have fun during meetings. Our PR efforts have been minimal thus far, but that will change over the next 3 months. We wouldn't gain new members without having a quality meeting. The guest packets are also very important, and they're worth spending time on.

-When visitors come make them feel like family. Our club laughs a lot and provides opportunity for our guest to get involved. They have an opportunity right away, when everyone takes a turn introducing themselves and responds to a question from our presiding officer. It get's our club warmed up for our meeting. We do this every if there isn't a guest.

-We were fortunate to have 3 members. The 4th member was our club coach. People found us through Google and our club website. When they came to our meeting, we made sure that they get a Guest Packet. We invited them to participate in our Table Topics, we tried to understand their reason to want to join Toastmaster and made sure we understood them and assigned them with Mentors right away to help achieve their goals.

-Have excellent meetings with great member participation.

-We had approximately 45 new hires in September and invited all of them to come to our next meeting after they started which led to 3 people signing up, I think it may have been mentioned as part of new hire orientation but we also sent an e-mail out to that entire group to invite all of them, I think free lunch was a big part of the draw. The other two new members were invited by current members to attend a meeting and then join. Our Company sponsors the fee which is a big help in getting new members to join.

-Some of the personal invitations have been long coming some starting almost 2 years ago for myself personally.

-Cargill's support has been critical in allowing us to grow as we have. I also learned a lot from Lance Miller's speech at the international convention that has helped us grow. We do a few ordinary things, but we try to do them extraordinarily well.

Additional Comments (Anything you would like to add?) 2 of 3 pages

-This was a club that struggled with membership through our TM year of 2013/2014. The President, Lacy Johannes has done an excellent job in changing the location to her work environment. She also is the key contact for the new members as I myself am about a 2 hour drive away. We plan on assigning mentors with the few seasoned toastmasters that we have and some mentoring will need to be done through emails and then contact at the meetings.

-generally cannot attribute guests joining to items listed above although our club does most of them; members invite guests or people find us on the company's social media site or see a club newsletter; guests receive guest packages; follow-up email sent to guests; participate in membership contests - we get guests who join after contest ends; October event (1 person joined after attending that & our next meeting which included a drawing for a gift card); club newsletter on corporate site and in frequented areas; two clubs at our company - our new members said we welcome guests and invite them to return with no obligation to join or they think we will push them more; we let guests participate but don't force them; when guests attend, they hear our club business - new members being voted in or receiving member certificates, educational awards & club awards, we also post welcome and congrats on our social media site. Flyers & posters are used for special events, such as the October event.

-Our guest packets are as follows: a paper folder containing a Toastmasters magazine (donated by a member or officer), a membership application, and "Benefits of Toastmasters Membership" (available on www.Toastmasters.org). We do invite people to join when they visit, but I usually point out that they are welcome to visit as many times as they'd like before committing to joining. We also monitor our club's email account, which I believe is instrumental in getting prospective visitors to actually attend a meeting.

-Getting members to join has not been our problem. Retaining them has been more of a challenge. Other recruitment methods have been successful but since this survey is limited to July 1, 2014, I have not included them. We have also used methods that have not yielded any new members. Wouldn't it be helpful to include a "zero" option so you know which methods have been tried but have not been successful thus far?

-Talking Heads is a corporate club and we also have challenge in attendance due to busy working schedules. For new members, not only warmly welcoming new members but also require to offer and meet their expectation to improve skills. In my opinion, providing strong mentoring program is important for new member success along with higher attendance and attracts more new members. Toastmaster Magazines seems very helpful but I am not sure how many people really read it. I'd like to suggest having electronic soft copy that has more accessible to read and less cost to send out to members.

-2 of the new members that have joined were attracted to the "small close-knit environment." I think it made Toastmaster's seem "doable."

-I constantly talk about Toastmasters, especially to non-native English speakers in a corporate environment. When they realize how Toastmasters can help them, they get excited about it.

-The club atmosphere is so vital to gaining new members. In the summer when people are in a vacation mode, we were unable to attract members. Now with very active meetings, good speakers, etc. we have guests at every meeting and many of them convert to being members.

Additional Comments (Anything you would like to add?) 3 of 3 pages

-My club has found guests feel more welcome when they get to participate in the meeting. We have them give an introduction, take part in Table Topics if they wish, and give their opinion on the meeting at the end.

-The Google search for Toastmasters Maple Grove shows the club on the first page. May have to do with Google map of location. Also have pictures of members and some testimonials on club website. Emails are set to come to me and I respond ASAP.

-Club attitude, team work, and spirit seem to make a big difference. New members note that it's the people, friendly and supportive environment that made them chose to join our club.

-Helping the guests to know we are there to help them meet their goals.

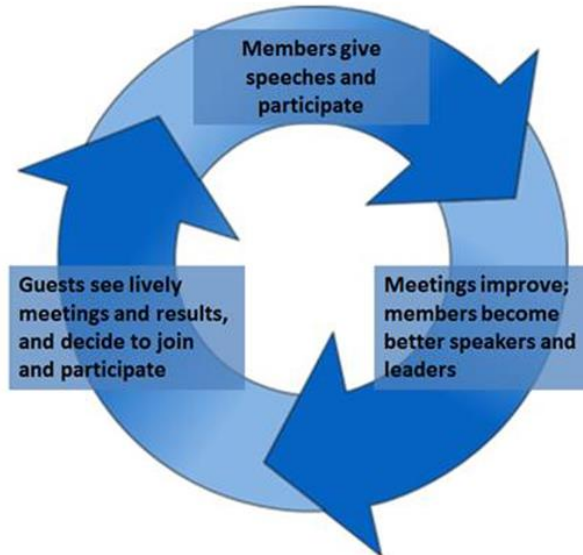
-We'll have at least four more by the end of the Toastmaster Year - we love seeing new members join!

-Our Saturday morning time slot has little competition. We are careful to post member bios and photos on our web site. This projects our individual and corporate personalities to prospects and helps them connect even before they walk in the door. Meetup works especially well in the late spring thru early fall months when people move into the area and are looking for ways to meet people. Our web site is continuously updated with news about the club and member achievements so we project that our club is made up of successful people and that we care about each other.

-We are lucky: we have an extraordinary dynamic that a guest actually see what this club can do for them. We have tried many of the strategies above, but getting people to actually visit is the key.

Case Study: Trademasters adds 15 members in 3 months

TRADEMASTERS FLYWHEEL



GET MEMBERS TO SPEAK AND PARTICIPATE

This is primarily the role of the VP of Education, but it's something that all of us officers and mentors are helping with. We've taken three steps to make this happen.

- 1) Assign a mentor to each new member, and encourage ice breaker within 30 days of joining.
- 2) Assign an officer "buddy" for each member to see that they're working toward their goals and getting what they want out of Toastmasters (for members with a mentor, buddies will just check with the mentor).
- 3) Have mentor/buddy sit down with every member to discuss goals, and encourage them to sign a Goal Pledge.
- 4) Have the Toastmaster print the "Print This" sheet from the "Member_Progress_Trademasters-2014-2015" spreadsheet on our share point, and pass it around at meetings.
- 5) Hold a speech-a-thon once per month (if needed) to give more people the chance to speak each month.

GET NEW PEOPLE TO BECOME MEMBERS

This is a perpetual challenge, and one that we are still working on. We do the following

- 1) Hold two recruitment events twice per year (like the one in October)
- 2) Hang posters at our desks (poster sent to all members)
- 3) Have guests sign the guest book
- 4) Keep track of potential members in the "Prospective Members" spreadsheet on our Trademasters Share Point
- 5) Take prospective members to coffee, show them the education program and first ten speeches (attached), and answer questions.

DIVISION GOVERNOR ROUNDTABLE DISCUSSION

November 8, 2014

- I. TRAINING
 - a. Club Officer
 - b. Youth Leadership
 - c. Corporate
 - d. Leadership Training Module
 - e. Training at Club Level (Club Members)

- II. MARKETING
 - a. Public Awareness
 - i. Parades
 - ii. Magnetic Car Signs
 - iii. Community Awareness (Cable TV)
 - b. Speech Craft
 - c. Ask Me About Toastmasters buttons
 - d. Zip code focused marketing
 - e. Marketing Posters
 - f. Social Media
 - g. Christmas Campaign (Gift of Toastmasters)

- III. OUTREACH
 - a. Club Mentoring
 - b. Rescue Teams
 - c. Club to Club Mentoring
 - d. Past Members
 - e. Moments of Truth
 - f. One on One with Club Leadership
 - g. Community Education (example: Leadership Manuals)

- IV. MEMBERSHIP BUILDING
 - a. Club Contests
 - b. District Incentives (Platinum award)
 - c. One on One Incentive
 - d. Social Media

- V. WHO WILL ACCOMPLISH THIS
 - a. 25+ Year Club Members
 - b. Advanced Clubs
 - c. Past Division Governors (PDGs)
 - d. Division Focused Rescue Teams + HPL
 - e. Area Governors – New Members to Area Contests (Judges, etc)