Vice President Membership (VPM)

District 3 Club Officer Training Jim Sultan, DTM, PID jsultand2tm@gmail.com



Session Objectives

- Identify your role
 - Critical Success Factors
- Fulfill responsibilities
 - During and outside club meetings
- The Distinguished Perspective
- Find resources that help you





VPM Role – Critical Success Factors

- 1. Transform Guests into Members
- 2. Support Member Growth through Pathways
- 3. Confirm Member Satisfaction
- 4. Ensure Member Retention





VPM Responsibilities







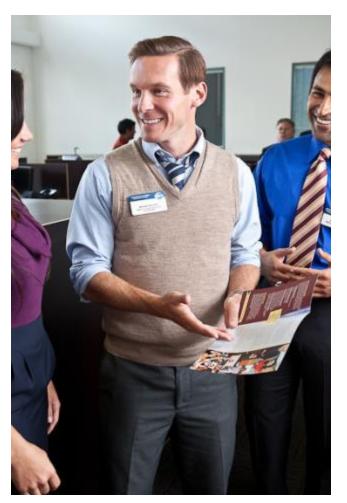
The Club Meeting

Outside the Club Meeting The Executive Committee



The Club Meeting

- Greet all guests and members.
- Answer questions guests may have.
- Provide guest packets
- Describe the Pathways program





After Club Meeting

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





Outside Club Meetings

- Make a list of new members.
- Prepare GuestPackets
- Contact recent guests, invite them to return.





Outside the Club Meeting

- Promote membership goals.
- Coordinate with VPPR
- Contact members who have missed meetings.





The Distinguished Perspective

How does a VPM contribute to becoming a Distinguished Club?

- Drive Membership Growth
- Enhance Guest Experience
- Support Personal Growth
- Ensure Member Retention
- Promote Club Quality



The Distinguished Perspective

Changes to the Distinguished Club Program are:

- A new qualifying requirement: Complete and submit your Club Success Plan by September
 30
- Introduction of the prestigious Smedley level achievement for clubs that maintain at least
 25 members and accomplish all 10 Distinguished Club Program goals

Requirements			
Level	Club Success Plan	Membership as of June 30	Goals
Distinguished	Submitted by September 30*	20 total members or net growth of 3**	5
Select Distinguished	Submitted by September 30*	20 total members or net growth of 5**	7
President's Distinguished	Submitted by September 30*	20 total members**	9
Smedley Distinguished	Submitted by September 30*	25 total members**	10

^{*}For newly chartered clubs, the due date is 90 days after charter date. Clubs that charter after April 1 will automatically receive credit for submitting the Club Success Plan for their charter program year.



^{**}Total member count consists of renewing, dual, new, charter, and reinstated members. Transfer members do not count toward this total.

VPM Resources





Toastmasters International Website

- Success 101 –www.aztoastmasters.org/success-101
- Membership Contest Information www.toastmasters.org/membershipcontests
- Distinguished Club Program/Club Success
 Plan www.toastmasters.org/1111
- Goals www.toastmasters.org/1111C



Other Resources

- Previous club VPMs
- Area and Division Director
- District 3 DCP Chair
- Peers



Becoming a Distinguished Club Starts With You!

District 3 Club Officer Training
Jim Sultan DTM, PID
jsultand2tm@gmail.com

