

Vice President Membership (VPM)

District 3 Club Officer Training

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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 Guest Packets
- ▶ 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!

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