

# VP Membership Role

## ***MEMBERSHIP BUILDING & RETENTION***

- Report on current membership,
- Conduct at least 2 membership building programs during the term
  - Smedley Award (August/September)
  - Talk Up Toastmasters (February/March)
  - Beat the Clock (May/June)
- Speak with fellow members to determine if their needs are being met.
- Complete Members Interest Survey #403
- Complete club evaluation climate questionnaire 251C
- Recognize members who actively promote Toastmasters
- Keep track of members not attending
- Follow up on and keep track of guests
- Explain the educational program and benefits to all prospective members, get their commitment to join and collect membership application. Collect dues and give to Treasurer. Provide application to Secretary.
- Have Guest information(Welcome to TM) & New Member Packages available

## ***OUTSIDE CLUB ACTIVITIES***

- Attend Area Council Meetings
- Attend Club officer training semi-annually

## ***AT THE CLUB MEETING***

- Ensure meetings start and end on time
- Greet guest and have them complete a guest registration form
- Induct new members Membership Certificate
- Allow time before & after meeting to speak with guests
- Discuss the Club's plan and progress with members

## ***SKILLS DEVELOPMENT/CAREER ASSESSMENT***

- Personnel Orientation
- Personnel Development
- Career Planning
- Customer Service
- Public Relations
- Reward/Incentive Planning
- Campaign Development
- Marketing & Sales
- Consulting
- Seminar Development
- Networking