



Vice President Membership

Summary:

As Vice President Membership (VPM), you promote the club and manage the process of bringing in guests and converting them into members. By initiating contact with guests, helping them feel welcome, and providing them with the information they need to join, you help maintain a constant influx of new people into your club. You also attentively monitor membership levels and strategize with the rest of the executive committee about how to overcome membership challenges when they occur.

Responsibilities:

- Initiate contact with guests and help them feel welcome
- Provide hospitality and membership information for guests
- Reply to all communications from prospective members promptly
- Manage the process of converting guests to members
- Monitor membership levels and strategize with the club executive committee to cover membership challenges when they occur
- Conduct membership-building programs
- Promote the club and recruit new members
- Hold yourself and other officers accountable
- Remain current with the Leader Letter

Skills learned:

- Marketing
- Networking and relationship-building
- Strategic planning
- Critical thinking
- Internal/external communication skills
- Organization and problem-solving
- Positive small group collaboration
- Succession planning
- Compliance with standard procedures



VP MEMBERSHIP RESPONSIBILITIES

- Recruit new members.
- Initiate contact with guests and make them feel welcome.
- **Follow up** with guests after every visit.
- Offer to talk to them and answer any questions.
- Provide information to guests.
- Manage the process of converting guests to members.
- Have an **onboarding meeting** to show the resources on our club website as well as Toastmasters International website.
- Conduct membership-building programs.
- Work with other club officers to strategize solutions to member challenges.

HELPFUL LINKS AND DOCUMENTS

- The Value of the Vice President Membership **Article**
- New Member Orientation **Guide**
- Google Spreadsheet Guest **Tracker**
- Follow up **Email**
- Invitation **Email**
- Reminder **Email**
- District 42 Club Officer Tools **Page**
- VP Membership **Checklist**
- Club Leadership **Handbook**



Vice President Membership

TOP TIPS FOR A NEW VP MEMBERSHIP

1. Be the Warm Welcome!

You're often the first point of contact for guests—greet them with a smile, introduce them during the meeting, and follow up afterward. Make them feel at home.

2. Create a Simple Guest Follow-Up System

Have a templated thank-you email ready (like the one we just created!), and send it within 24–48 hours. Include links to the club website, meeting schedule, and the orientation guide.

3. Keep Guest Info Organized

Use a spreadsheet or form to track guest names, emails, visit dates, interest level, and follow-up notes. This helps with personal follow-ups and future invitations.

4. Promote Mentorship

Pair new members with mentors as soon as they join. Check in with both mentor and mentee after a few weeks to ensure things are going well.

5. Know Your Club Fees & Membership Process

Make it easy for guests to join! Be ready to explain the fee structure, payment methods, and how to register with Toastmasters International.

6. Leverage Club Resources

Familiarize yourself with Pathways, Easy-Speak, and the club's orientation guide. Direct new members to these tools to support their journey.

7. Collaborate with VP PR

Work together to attract guests through social media, open houses, and special events. You bring the follow-through, they bring the crowd!

8. Celebrate New Members

Announce and welcome new members during meetings and in your club's communication channels. A little recognition goes a long way.

9. Be Available for Questions

Check in with new members after a few meetings. Help them sign up for roles, navigate Pathways, and feel confident participating.

10. Stay Positive and Approachable

Not everyone joins right away—some need time. Keep the door open with kindness, encouragement, and regular updates.

Vice President Membership

Name			
Email		Phone	
Special Notes			

Key Responsibilities

Responsibilities	Due Date	Pathways Project	Support
<input type="checkbox"/> First point of contact for guests, follow up within 48 hrs and ask guest to join club			
<input type="checkbox"/> Email guests an application, explain fees and payment process. Save copies of completed applications.			
<input type="checkbox"/> Enter new member information into club website and Toastmasters International			
<input type="checkbox"/> Email new members a welcome to the club with links to important sites (TMI, Club Website, D42 site, etc.)			
<input type="checkbox"/> Email club officers, notifying them of a new member with name and contact information.			
<input type="checkbox"/> Introduce new members at the next club meeting and lead the new member induction process			
<input type="checkbox"/> In conjunction with VPE, plan an orientation meeting with new members			
<input type="checkbox"/> Follow up with new members after 30 to 60 days after joining and follow up with inactive members			
<input type="checkbox"/> Update and maintain current member information on club website			
<input type="checkbox"/> Coordinate Open House	February	L4 - Manage project effectively	Create a team
<input type="checkbox"/> Mentor Program (collaborate with VPE to find and assign mentors)	Ongoing	L5 - Lead in any Situation	Collaborate with VPE
<input type="checkbox"/> Club Success Plan (Supporting Role)	30-Sep		Support President
<input type="checkbox"/> Attend Club Officer Training (June-Aug and Nov-Feb)			
<input type="checkbox"/> Keep up to date with the District Dispatch and Toastmasters Navigator newsletters			
<input type="checkbox"/>			
<input type="checkbox"/>			
Optional (Club Specific)			
<input type="checkbox"/> Assign coaches for individual specific projects or speeches			
<input type="checkbox"/>			
<input type="checkbox"/>			

Year-ahead Checklist

First 60 days (Jul-Aug)
<input type="checkbox"/> Attend Club Officer Training (June-Aug)
<input type="checkbox"/> Club Success plan (Assist)
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
Optional (Club Specific)
<input type="checkbox"/> Meet with past VPM for handover
<input type="checkbox"/>
<input type="checkbox"/>

Next 120 days (Sep-Dec)
<input type="checkbox"/> Update member information on club website
<input type="checkbox"/> Follow up with inactive members
<input type="checkbox"/> Find out if anyone interested in being a mentor
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
Optional (Club Specific)
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Next 180 days (Jan-Jun)
<input type="checkbox"/> Attend Club Officer Training (Nov-Feb)
<input type="checkbox"/> Coordinate club open house (February)
<input type="checkbox"/> Follow up with inactive members
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
Optional (Club Specific)
<input type="checkbox"/> Meet with new VPM for handover
<input type="checkbox"/> Attend District Conference
<input type="checkbox"/>

Educational / Training

(Optional) Each club executive could present an educational at a club meeting

Educational / Training Topic	Pathways Project	Presenter
<input type="checkbox"/> Examples:		
<input type="checkbox"/> Moments of Truth (Due by Oct 31)	L5 - Lessons Learned	
<input type="checkbox"/> How to write a speech	L3 - Inspire your audience	
<input type="checkbox"/> How to give an evaluation	L4 - Question & Answer Session	
<input type="checkbox"/> Meeting Roles and Responsibilities	L1 - Research & Presenting	
<input type="checkbox"/>		

Distinguished Club Program

Requirements	Member	Member	Member	Member
<input type="checkbox"/> New Members (4)				
<input type="checkbox"/> New Members (4)				