



**Vice President Membership**

# CLUB OFFICER TRAINING

**TOASTMASTERS INTERNATIONAL**

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**[www.toastmasters.org/members](http://www.toastmasters.org/members)**



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# PREPARE FOR TRAINING

Welcome to Club Officer Training. As a training facilitator, you are responsible for conveying the information that club officers need to fulfill their roles. Well-trained club officers are equipped to enhance club quality, develop and lead successful teams and thrive in the Distinguished Club Program. All of these abilities contribute to fulfill the club mission.

Club officers dedicate valuable time and provide a tremendous service to Toastmasters. It is important that they understand the importance of their roles and know how appreciated they are.

While many club officers will be content, and even enthusiastic, about their new responsibilities, others may feel uncertain and obligated. Attending the training and fulfilling their roles implies great commitment deserving of recognition.

As a training facilitator, it's important not to overwhelm club officers. Be sure to impart to them that support is close at hand. Their fellow club officers, district leaders, and the staff at World Headquarters are all available and eager to assist them.

Each session in the Club Officer Training consists of a facilitator guide and a PowerPoint presentation.

## Facilitator Guide

This is a tool to guide the facilitator in teaching the session. Each session includes a corresponding facilitator guide. The facilitator should print him or herself a copy of the facilitator guide for each session.

## PowerPoint Presentation

This is to be presented by the facilitator during the session. There is one presentation for each session. The facilitator downloads the presentation to his or her laptop before the training and makes sure to have a projector and screen available during the session. The PowerPoint slides correspond to instructions in the facilitator guide.

## Facilitator Preparation

Before the training, review *From Speaker to Trainer* (Item 257A) for instructions about presenting, especially if you are new to facilitating training sessions.

Learn about the location where the training takes place. Determine the best way to set up the room, and confirm the equipment that is available there.

Communicate with participants well in advance. Make sure they know what to expect — where to go, what to bring, how long sessions last, and so on. Send reminders as the training date nears.

Visit the Logos, Images and Templates page at [www.toastmasters.org/resources/logos-images-and-templates](http://www.toastmasters.org/resources/logos-images-and-templates) for templates to create professional-looking agendas, training invitations, name cards, and other material for the sessions.

## USING THE FACILITATOR GUIDE

The facilitator guide is designed to be easy to use with detailed instructions. Nonetheless, be personable; it's okay to add your own anecdotes to the sessions and share what is unique in your district.

The facilitator guide of each session is organized the same way:

- The introduction begins with an explanation of the session.
- An overview lists the topics presented in the session.
- Objectives are what the club officers will be able to do as a result of attending the session.
- The materials you need to conduct the session are listed after the objectives.
- The length of time it should take you to conduct the session is suggested under the heading Duration.
- Beginning with the title of the first section, the guide presents a series of step-by-step instructions telling you exactly how to conduct the session.
- Throughout the guide, notes to the facilitator provide you with information to help you understand the purpose of the subsequent section or activity. By understanding what club officers are meant to learn, you can more easily guide discussions and answer questions.
- The outside margins provide space for you to take notes.

## Verbs

To help the facilitator refer to the guide at a glance, a limited number of verbs are used to begin each of the numbered steps in the sessions:

1. **SHOW:** to present a visual aid
2. **PRESENT:** to impart knowledge pertinent to session objectives
3. **TELL:** to offer information not directly relevant to session objectives
4. **ASK:** to request actual answers from participants (At times, the question is followed by possible answers. Give participants an opportunity to offer answers; then share any that weren't covered.)
5. **INSTRUCT:** to tell participants to do something
6. **TIME:** to keep track of time
7. **WRITE:** to record ideas so they are visible to participants
8. **DISCUSS:** to facilitate a conversation among the group

## Icons

The following icons appear in the margins throughout the facilitator guide to indicate specific actions the facilitator takes at that step:



Show a visual aid.



Ask questions.



Write on a flipchart.



Instruct participants to work in small groups.

10 minutes



Track time.



## Bullet Points

Color-coded bullet points in the facilitator guide also help you stay on track:

- Session objectives and materials are listed in the overview of each session with yellow bullet points.
- Light blue bullet points indicate content-related information to share with participants.
- Questions are posed using navy blue bullet points.
  - At times, questions are followed by possible answers. Give participants an opportunity to offer answers; then share any that weren't covered.





# Vice President Membership

## NOTE TO FACILITATOR

During this session, you will present content, lead brief discussions and coordinate two activities to familiarize vice presidents membership with their role and responsibilities.

First, you will present the role and use an activity to encourage participants to reflect on how the vice president membership supports the club mission.

Second, you will present specific responsibilities of the vice president membership in the club meeting, outside the club meeting and on the executive committee. Then, you will lead an activity to help vice presidents membership prioritize their duties.

Third, you will present participants with a checklist to help them get started in their role.

## Introduction

The purpose of this session is to help vice president membership to understand their role in the Toastmasters club.

## Overview

First, vice presidents membership learn about their role within the club. Then, they identify the responsibilities of their role within club and club executive committee meetings. To conclude, vice presidents membership find specific resources to help them fulfill their responsibilities.

In this session, facilitators present the following topics:

- Vice President Membership Role
- Vice President Membership Responsibilities
- Vice President Membership Resources

## Objectives

After completing this session, vice presidents membership will be able to:

- Identify their role within the club
- Fulfill their responsibilities within the club and club executive committee

- Find resources that help them fulfill their responsibilities

## Materials

- Prezi
- Flipchart
- Markers

## Time

- 1 hour

## Facilitator Resources

- [Club Leadership Handbook \(Item 222\)](#)

# Introduction

## NOTE TO FACILITATOR

When you introduce yourself, be sure to mention your background in Toastmasters. Highlight the awards you've received, how long you've been a member and what club officer roles you've served.

If someone asks you a question and you don't know the answer, send the question back to the group. Try asking, "What do you all think?" or "Does anyone have insight on this issue?" Club officers who have served before are great resources.

1. SHOW the Introduction slide.



2. PRESENT

- Congratulations on your election to vice president membership! As the vice president membership you create a climate that attracts new members and keeps current members involved.

## NOTE TO FACILITATOR

Make an effort to vary your tone of voice when reading information off of slides.





3. SHOW the Session Agenda slide.

### Agenda



▶ VPM  
Role



▶ VPM  
Responsibilities



▶ VPM  
Resources

[www.toastmasters.org](http://www.toastmasters.org)



4. PRESENT the session agenda:

- Vice President Membership Role
- Vice President Membership Responsibilities
- Vice President Membership Resources



5. SHOW the Session Objectives slide.

### Session Objectives

- ▶ Identify your role
- ▶ Fulfill your responsibilities
- ▶ Find resources that help you



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6. PRESENT the session objectives:

- After completing this session, you will be able to:
  - Identify your role within the club

- Fulfill your responsibilities within the club and club executive committee
- Find resources that help you fulfill your responsibilities

## Vice President Membership Role

(25 minutes)

### NOTE TO FACILITATOR

As you present this section, think about your experience. If you have served as a vice president membership, identify examples you can share with participants.



1. SHOW the Vice President Membership slide.



2. TELL vice presidents membership they can find information about their role in the *Club Leadership Handbook* (Item 1310).

### NOTE TO FACILITATOR

When asking a question to the group, give participants time to think. Wait at least 10 seconds for participants to reflect and respond.



3. ASK
  - What is the essence of the vice president membership role?
    - Ensure the club maintains membership levels that allow a high-quality club meeting
    - Know member goals and enable them to be achieved



**NOTE TO FACILITATOR**

Leading large group discussions is easier when participants raise hands and wait to be called on before speaking. This ensures that everyone is heard and interruptions are minimal.

## 4. PRESENT

- Through this session you will learn how to make this manageable.

**NOTE TO FACILITATOR**

Sometimes group discussion goes on for too long or gets off track. Try bringing the group's attention back to the topic by referring to the session agenda and inviting members to continue their conversations after the session.

For example: "I'm glad we all have so many success stories to share about our time with Toastmasters, and I encourage you to continue these conversations after the session. For now, let's get back to discussing your responsibilities on the executive committee."

## 5. ASK

- What are the responsibilities of the vice president membership?
  - Recruit new members
  - Conduct membership contests
  - Assist guests
  - Process membership applications

## 6. Write responses on a flip chart.

## 7. PRESENT

- Your role as vice president membership as stated in the Club Constitution and Standard Bylaws of Toastmasters International is: "The vice president membership is the third ranking club officer and is responsible for planning, organizing and directing a program that ensures individual member retention and growth in club individual membership. The vice president membership chairs the membership committee "
- The constitution provides a definition. Yet, there are many responsibilities that make up the day-to-day activities of a vice president membership.



- Everything you do as vice president membership should support the club mission.



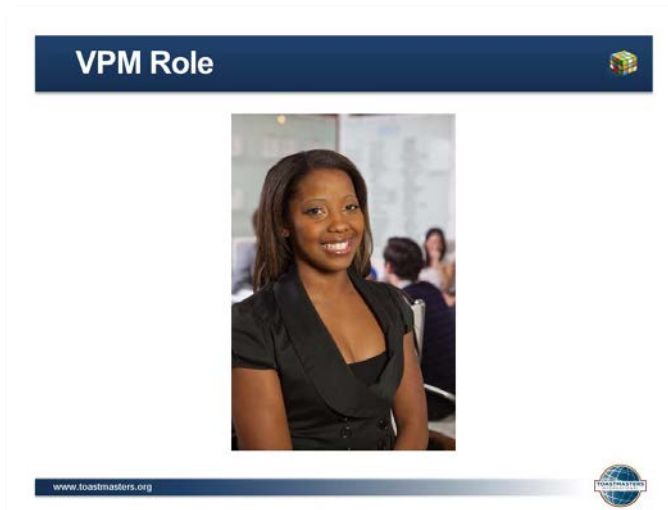
## Activity: Vice President Membership Role

### NOTE TO FACILITATOR

For this activity, you will review the club mission statement with the group and ask participants to get into teams of four. Each team will be asked to brainstorm how their role supports the club mission.



1. SHOW the Activity: Vice President Membership Role slide.



2. ASK

- What is the club mission?
  - We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.



3. INSTRUCT vice presidents membership to arrange themselves in teams of four.
4. INSTRUCT teams to spend 15 minutes brainstorming how the vice president membership supports the achievement of the club mission.

**NOTE TO FACILITATOR**

Walk around during the team discussions. This will allow you to answer any questions that come up and give you an idea of the responses the teams will share.

5. TIME 15 minutes.



15 minutes

**NOTE TO FACILITATOR**

Indicate that time is up with a positive statement, such as “Let’s talk together now,” rather than simply announcing, “Time’s up!”

6. INSTRUCT each team to share their findings with the group.

7. INSTRUCT vice presidents membership to return to their seats.

## Debrief: Vice President Membership Role



1. PRESENT

- As vice president membership you recruit new members, conduct membership contests, assist guests and process membership applications.
- Everything you do as vice president membership supports the club mission.
- Let’s take a closer look at your responsibilities and the tools you can use to fulfill your role.

## Vice President Membership Responsibilities (30 minutes)



1. SHOW the Vice President Membership Responsibilities slide.



2. PRESENT

- Your vice president membership responsibilities are in three categories:
  - The Club Meeting
  - Outside the Club Meeting
  - The Executive Committee
- We'll start by exploring your club meeting responsibilities.

## The Club Meeting

1. SHOW the Club Meeting slide.



The slide titled "The Club Meeting" features a dark blue header with the title in white. Below the header, there is a bulleted list of three items: "Before Club Meetings", "Upon Arrival at Club Meetings", and "During Club Meetings". To the right of the list is a photograph of a man standing and presenting to a group of people seated around a table in a meeting room. At the bottom left of the slide is the URL "www.toastmasters.org" and at the bottom right is the Toastmasters logo.

2. PRESENT

- Your club meeting responsibilities are split into three types:
  - Before Club Meetings
  - Upon Arrival at Club Meetings
  - After Club Meetings

3. SHOW the Before Club Meetings slide.



The slide titled "Before Club Meetings" features a dark blue header with the title in white. Below the header, there is a bulleted list of three items: "Make a list of new members.", "Have a few Guest Packets (Item 387).", and "Contact former guests and members who have not been attending meetings." To the right of the list is a photograph of a woman sitting at a desk, writing on a notepad. At the bottom left of the slide is the URL "www.toastmasters.org" and at the bottom right is the Toastmasters logo.

## 4. PRESENT

- Before Club Meetings
  - Make a list of the new members who have joined the club since the last meeting, and contact the club president to coordinate an induction ceremony at the next meeting.
  - Have a few Guest Packets (Item 387) to distribute to guests at the meeting.
  - Contact former guests who have not joined and members who have not been attending recent meetings, and gently persuade and encourage them to come to the next club meeting.



## 5. ASK

- How can we make guests feel welcome to our clubs?



## 6. Write responses on a flip chart.



## 7. SHOW the Upon Arrival at Club Meetings slide.

**Upon Arrival at Club Meetings**

- ▶ Greet all guests and members.
- ▶ Provide all guests with Guest Packets (Item 387).
- ▶ Answer questions guests may have.



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## 8. PRESENT


- Upon Arrival at Club Meetings:
  - Greet all guests and members at the door, and welcome them to the meeting.
  - Provide all guests with Guest Packets (Item 387).
  - Answer any questions guests may have about the club.

## 9. SHOW the After Club Meetings slide.



**After Club Meetings**

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



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## 10. PRESENT

- After Club Meetings:
  - Meet with guests to answer questions and explain the benefits of Toastmasters.
  - Invite guests to join the club or to attend another club meeting if they are hesitant to join.
  - Help guests who do wish to join to complete the Membership Application ([www.toastmasters.org/membershipapps](http://www.toastmasters.org/membershipapps))

## Outside the Club Meeting

## 1. SHOW the Outside the Club Meeting slide.



**Outside the Club Meeting**

- ▶ Conduct membership-building programs.
- ▶ Promote membership goals.
- ▶ Promote membership-building contests.
- ▶ Follow up on and keep track of guests.



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## 2. PRESENT

- Outside the Club Meeting:
  - Conduct ongoing membership-building programs and efforts.
  - Promote the goal of one new member per month.
  - Promote achieving 20 members by year-end or sooner, if the club has fewer than 20 members.
  - Promote club and Toastmasters International membership-building programs and conduct a minimum of two formal club membership programs annually.
  - Follow up on and keep track of guests, new members joining, and members not attending meetings.



## 3. SHOW the Outside the Club Meeting slide.

### Outside the Club Meeting

- ▶ Bring membership applications.
- ▶ Assist the vice president public relations.
- ▶ Ensure meeting information is correct.
- ▶ Attend club executive committee meetings.




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## 4. PRESENT

- Outside the Club Meeting, continued
  - Bring membership applications to the club for voting and, if the members are accepted, collect dues and fees and give them to the treasurer with the applications.
  - Assist the vice president public relations with maintaining the club's website and newsletter.
  - Ensure the club's meeting location and time are listed correctly on the club's website, promotional material, and with World Headquarters.
  - Attend club executive committee meetings.





## 5. SHOW the Outside the Club Meeting slide.



### Outside the Club Meeting

- ▶ Attend and vote at area council meetings.
- ▶ Arrange for your replacement or assistance.
- ▶ Prepare your successor for office.



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## 6. PRESENT

- Outside the Club Meeting, continued
  - Attend and vote at area council meetings.
  - Arrange for a replacement if unable to attend a club meeting.
  - Prepare your successor for office.

## Executive Committee Meetings

## 1. SHOW the Executive Committee slide.



### The Executive Committee

- ▶ Organize and conduct membership contests.
- ▶ Report on club membership.



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## 2. PRESENT

- Now that we've looked at your club meeting responsibilities, we'll look at your executive committee responsibilities.
- Work with the Executive Committee to organize and conduct membership contests
  - Organize and promote the club's participation in the Smedley Award, Talk Up Toastmasters!, and Beat the Clock membership contests.
  - Encourage club members to sponsor five, 10 or 15 new members as part of Sponsor Award.
- Keep track of the current membership count and set membership goals for the club.

## 3. PRESENT

- Now that we've looked at your responsibilities in and out of the club, as well as your executive committee, we can explore the specifics.



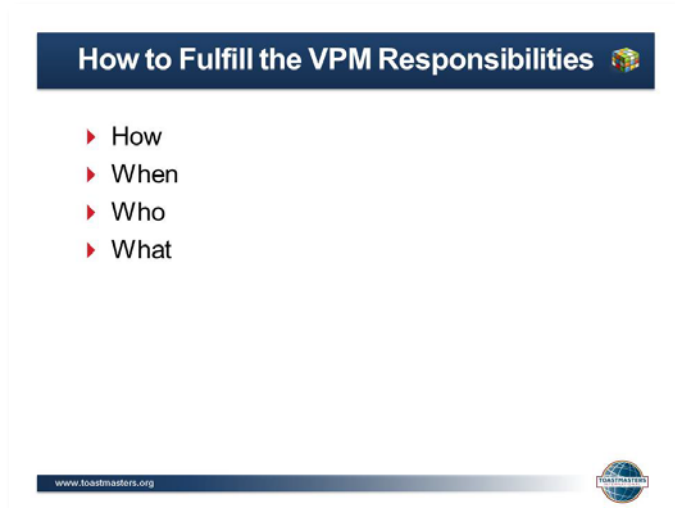
### Activity: How to Fulfill Vice President Membership Responsibilities

#### **NOTE TO FACILITATOR**

This activity begins with a group discussion about the most important responsibilities of the vice president membership. Write the responses on a flip chart.

Then, ask participants to get into teams of four and assign each team a responsibility from the flip chart. Each team will create an action plan to fulfill their assigned responsibility. If there aren't enough responsibilities, assign two groups to each responsibility.

1. SHOW the Activity: How to Fulfill Vice President Membership Responsibilities slide.



**How to Fulfill the VPM Responsibilities**

- ▶ How
- ▶ When
- ▶ Who
- ▶ What

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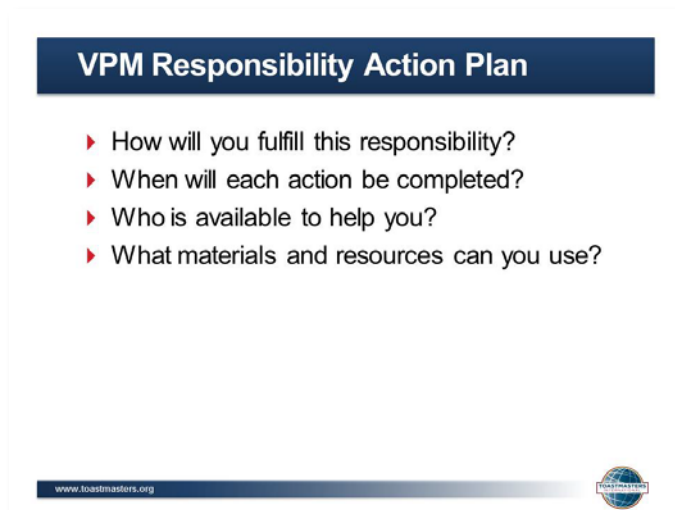
2. ASK

- What are the most important responsibilities you have as vice president membership?

3. WRITE responses on the flipchart.

4. INSTRUCT vice presidents membership to arrange themselves in teams of four and assign each team a responsibility from the flipchart.

5. SHOW the Vice President Membership Responsibility Action Plan slide.



**VPM Responsibility Action Plan**

- ▶ How will you fulfill this responsibility?
- ▶ When will each action be completed?
- ▶ Who is available to help you?
- ▶ What materials and resources can you use?

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6. INSTRUCT teams to spend 15 minutes answering the following questions for their category.
  - How will you fulfill this responsibility? (What specific actions will you complete?)
  - When will each action be completed?
  - Who is available to help you?
  - What materials and resources can you use?

15 minutes



7. TIME 15 minutes.

8. INSTRUCT each team to share their findings with the group.

9. INSTRUCT vice presidents membership to return to their seats.

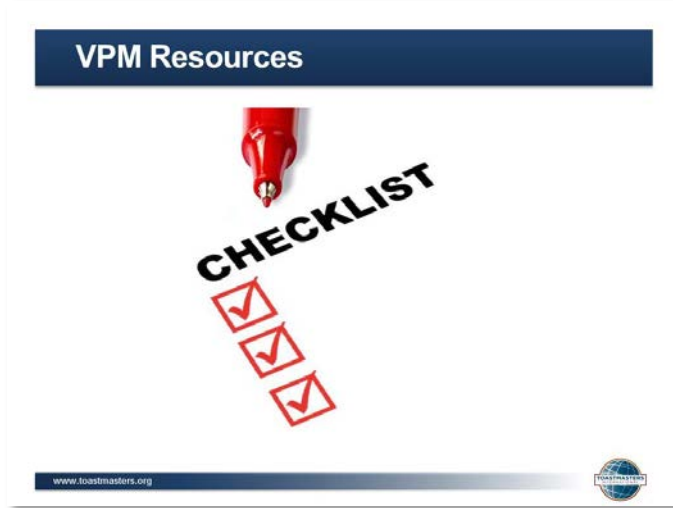


## Debrief: Vice President Membership Responsibilities

1. PRESENT
  - You have responsibilities related to the club meeting and club executive committee.
  - All of your responsibilities help to achieve club goals.
  - Next, we'll look at some resources to help you fulfill your role.

## Vice President Membership Resources

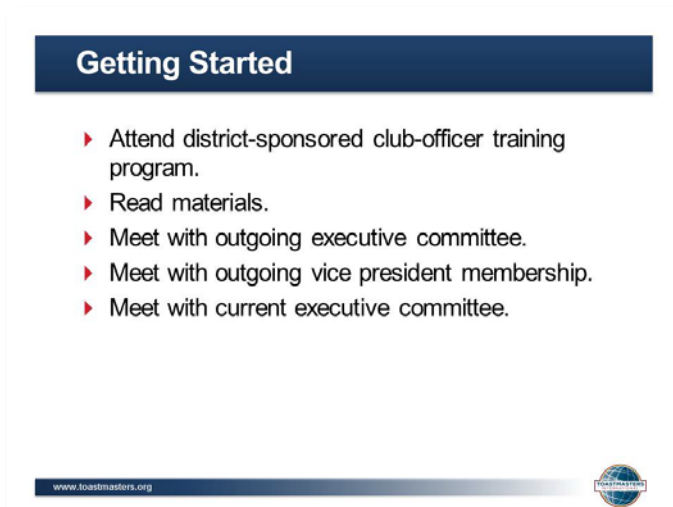
1. SHOW the Vice President Membership Resources slide.



2. PRESENT

- There are several resources available to help you in your role as vice president membership.
- First, there is a checklist to get started.

3. SHOW the Getting Started slide.



4. PRESENT

- Getting Started

- Attend district-sponsored club-officer training program.
- Read the *Club Leadership Handbook* (Item 1310) and *Distinguished Club Program and Club Success Plan* (Item 1111).
- Meet with the outgoing executive committee to transfer any necessary information.
- Meet with the outgoing vice president membership to transfer any necessary files or information.
- Meet with the current executive committee and develop the Club Success Plan and budget.



5. SHOW the Getting Started slide.

### Getting Started

- ▶ Invite one to three members to serve on membership committee.
- ▶ Conduct a member survey on Moments of Truth session.
- ▶ Create Guest Welcome kits.
- ▶ Order any required materials.

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6. PRESENT

- Getting Started, continued
  - Invite 1-3 members to serve on membership committee.
  - Conduct a member survey or Moments of Truth session to evaluate current member satisfaction with the club.
  - Create Guest Welcome kits.
  - Order any materials you may need from Toastmasters International (e.g. Guest cards and badges).

7. SHOW the Additional Resources slide.



**Additional Resources**

**Vice President Membership Resources**

Success 101 (Item 1622)	<a href="http://www.toastmasters.org/1622">www.toastmasters.org/1622</a>
Membership contest information	<a href="http://www.toastmasters.org/membershipcontests">www.toastmasters.org/membershipcontests</a>
<i>Distinguished Club Program and Club Success Plan</i> (Item 1111)	<a href="http://www.toastmasters.org/1111">www.toastmasters.org/1111</a>
Distinguished Club Program Goals (Item 1111C)	<a href="http://www.toastmasters.org/1111C">www.toastmasters.org/1111C</a>
Speechcraft information	<a href="http://www.toastmasters.org/speechcraft">www.toastmasters.org/speechcraft</a>

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8. PRESENT

- Additional resources can be found in the *Club Leadership Handbook* (Item 1310) in the Vice President Membership section.

## Debrief: Vice President Membership Resources

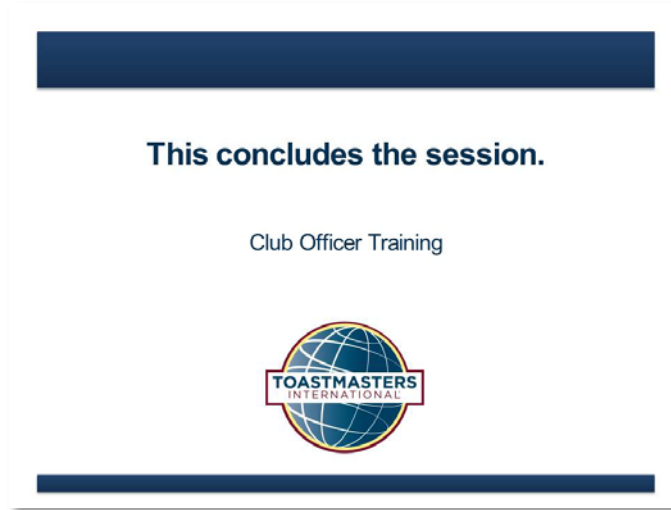
1. PRESENT

- There are many resources available to the vice president membership through the Toastmasters website and manuals.

## Conclusion



1. SHOW the Conclusion slide.



2. PRESENT

- In this session, you learned about the role and responsibilities of vice president membership.
- Your responsibilities include attracting new members, retaining current members and creating a welcoming environment for guests.
- Research shows that Toastmasters members want more people in their clubs. So, ask for help from the executive committee and membership to accomplish your membership goals.
- Up to 40 percent of your members may leave this year for various reasons. So, utilize the resources from Toastmasters International to keep your club healthy and active.
- Serving as the vice president membership will improve your communication skills and increase your confidence when meeting new people.

3. INSTRUCT vice presidents membership to take the session evaluation.





# Evaluation

	BEGINNER	INTERMEDIATE	ADVANCED
What level of knowledge of the topic did you have prior to this session?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Indicate to what degree you agree with the following statements about this session.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
Overall, I was satisfied with the session.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will use the content to strengthen my club.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The learning objectives were met.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No
Will you implement at least one idea from this session in the next 30 days?	<input type="checkbox"/>	<input type="checkbox"/>

Write your comments about the session.

Indicate to what degree you agree that the facilitator demonstrated the following:

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
Solid knowledge of the subject matter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Excellent presentation skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

