

As the vice president membership you create a climate that attracts new members and keeps current members involved.

The essence of the VP membership role:

- 1. Ensure the club maintains membership levels that allow a high-quality club meeting.
- 2. Know member goals and enable them to be achieved.

The responsibilities of the VP membership:

- 1. Recruit new members.
- 2. Conduct membership contests.
- 3. Assist guests.
- 4. Process membership applications.

**Scenarios and Solutions:**

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**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 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.
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**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.
- Answer any questions guests may have about the club.
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**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
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**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.
- 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.
- Attend and vote at area council meetings.
- Arrange for a replacement if unable to attend a club meeting.
- Prepare your successor for office.
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**Participate in the executive committee.**

- Work with the Executive Committee to organize and conduct membership contests.
- Keep track of the current membership count and set membership goals for the club.
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**Additional Resources:**

- Club Leadership Handbook (Item 1310)
- Success 101 (Item 1622)
- Membership contest information
- Distinguished Club Program and Club Success Plan (Item 1111)
- Distinguished Club Program Goals (Item 1111C)
- Speechcraft Information
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