

Build Club Membership

1. Why club coaching?

Sometimes a club may experience a challenge in membership for various reasons such as

- Loss of company support
- Restructuring of company
- Losing members faster than recruiting new ones
- Few guests converting to members
- Change in club meeting location or time, or
- Loss of experienced leaders, so much so that its existence is in jeopardy

When a club whose membership is 12 or less, it may benefit from being qualified for the appointment of a maximum of two Club Coaches as counselor, and additional resources

- to support club activities
- to assess the environment with a fresh pair of eyes....observe, analyze and recommend solutions
- to help develop and implement a plan with goals for improvement, and
- to instill enthusiasm, loyalty and a sense of responsibility for the club's future.

2. What does it mean to me?

- An opportunity to apply communications and leadership skills
- A challenge to grow even more
- An extremely rewarding experience contributing to a club regaining its charter strength
- Recognition from TI as well as District 60 (Club Coach pin, certificate, etc..)
- An opportunity to gain credits towards Advanced Leader Silver award

3. How to coach? The Key to Successful Coaching (ref: "How to Rebuild a Toastmasters Club")

1. Build a personal rapport with the club leadership and members
2. Build a team to help the club achieves Distinguished Club or better – club officers, members, Area Governor
3. Identify club's strengths and weaknesses
4. Formulate an action plan
5. Guide the club to implement new ideas and the action plan
6. Review progress continuously
7. Celebrate successes along the way

4. When to coach?

- When a club whose membership is 12 or less, it qualifies for the appointment of a maximum of two Club Coaches.
- Club Coaches will be assigned by the District to clubs that want to have coaches.
- A Club Coach is recognized and receives credit if the Club to which he or she is assigned achieves Distinguished Club or better by June 30 of the current year or by the following June 30. (ref: Club Coach Program)
- Coaches may not be a member of the Club at the time of appointment.

5. Resources

- Mastering Your Meetings – A Guide to Quality in the Club (Catalog # 1312) • Meeting Excellence (Catalog # 216-V, 216-P)
- Patterns in Programming (Catalog # 1314)

- Moments of Truth (Catalog # 290)
- Invite guest speakers or evaluators from other clubs
- Contact District 60 Speakers Bureau for guest speakers
- Consider having joint meetings with nearby clubs

6. Quality Meeting Checklist

- Meeting starts and ends on time
- All meeting participants arrive on time and are prepared
- Make sure guests are warmly and enthusiastically welcomed and introduced
- Allow time before and after the meeting to speak with guests
- The program is fast-paced, interesting and fun
- Transition between segments are smooth
- All members present have an opportunity to participate
- Evaluations are helpful, constructive and contribute to members' personal growth and improvement
- Members are enthusiastic and are enjoying themselves, and it shows