

## Vice President Membership

### Building and maintaining club membership

As vice president membership, you – with your membership committee – are responsible for building membership and ensuring a strong membership base by satisfying the needs of all members. Your job is vital to the growth and success of the club.

The [Club Leadership Handbook](#) describes the following standards more fully and explains how to carry them out.

#### Outside the Club Meeting:

- Attend district-sponsored club officer training.
- Conduct ongoing membership building programs and efforts. Promote the goal of one new member per month and, if the club has fewer than 20 members, achieving 20 members by year end or sooner. 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 and members not attending meetings.
- Explain the educational program to all prospective members, get their commitment to join and collect membership applications. Bring the 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.
- 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.

#### At the Club Meeting:

- Greet guests and have each complete a guest card.
- Report on current membership, promote membership campaigns and welcome new members.
- Work with the president and vice president education to ensure each new member is formally inducted at the first meeting after being voted in by the club.
- Help guests wishing to join complete the membership applications.
- Speak with fellow members to determine if their needs are being met.

Download the [Club Leadership Handbook](#) for details about serving as Vice President Membership.

## VICE PRESIDENT MEMBERSHIP CHECKLIST

### 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.
- Prepare a few promotional 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.

### Upon Arrival at Club Meetings

- Greet all guests and members at the door, and welcome them to the meeting.
- Provide all guests with Toastmasters promotional literature.
- Answer any questions guests may have about the club.

### 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 \(Item 400\)](#).