



Margaret Page, DTM PID
Nominated Candidate for
First Vice President 2019-2020
EMAIL: margaret@margaretpage.com

6 Simple Steps to Gain & Retain Members

6 Steps to Greeting Guests

1. Warmly welcome guest(s) and introduce them to other members of your club.
Seat guests next to a seasoned Toastmaster who will explain what is happening in the meeting.
2. Ask guest(s) for their name(s) and use it.
Addressing them correctly let's guest know you care. It also helps everyone remember.
3. Uncover or discover their needs, before giving an avalanche of information about Toastmasters.
Guests will appreciate that their needs are being prioritized.
4. Thank the guest(s) for coming.
Always appreciate the time the guest(s) took to attend a meeting or event.
5. Invite guests to join.
Ask, but do not pressure.
6. Welcome guest(s) back.

3 Questions to Ask Guests at the end of the Meeting

1. Do you believe Toastmasters is a place where people can grow and develop their communication and leadership skills?
2. Do you think you would benefit from the Toastmasters program?
3. We would love to have you join our club. Are you Interested in becoming a member?

6 Steps to Retaining Members

1. Greet fellow members with a handshake or a hug if that's your club culture.
2. Know fellow members' names and how to properly pronounce them.
3. Give members evaluations that they will grow and learn from.
4. Value their time – Don't waste it! Have stellar meetings.
5. Thank members for what they do.
6. Call members if they are absent to find out why.

Give outstanding evaluations that do 4 things:

1. Build self-esteem.
2. Show case strengths that remind the person of what they are good at. Most people have ANTS (Automatic Negative Thoughts) running around in their head and need a reminder of their strengths.
3. Take the speaker one step further in their skills.
4. Share how building skills connects to their personal goals.