



# A Simple Membership Building Contest

**A**ll Toastmasters clubs need new members. Even though your club may currently enjoy a healthy membership roster, a few months from now that could change as members move, change employment or reach their speaking objectives.

*When membership in a Toastmasters club decreases, the club's programming, fellowship and variety suffer and the club may fall into a state of decline. But rebuilding your club's membership can be as easy as conducting a simple membership building program.*

SEVERAL CLUBS HAVE SUCCESSFULLY USED the following program to increase membership and encourage member participation. You may wish to use this simple system for recording member actions:

#### Points Activity

5	Guest attends a meeting
1	Guest returns after initial visit
5	Guest becomes a member
2	Member gives a speech
1	Member participates in the meeting (other than as a speaker)

#### **Option #1 – Recognizing Individuals**

Recognize individuals who score well by using the above guidelines over a six to eight week period. Use the tracking sheet on page two for easy scorekeeping. Add your own categories, and shorten or extend the time as you see fit.

In one club's contest, the winner earned a grand total of 34 points and was awarded a Toastmasters pen for his outstanding work on behalf of his Club. A respectable 26 points earned the runner-up a pocket dictionary. Consider presenting one of the many reasonably priced gifts available through the



Toastmasters International supply catalog as recognition for a job well done!

#### **Option #2 – Recognizing Teams**

A simple variation of this program is to divide the club into two teams. Points are awarded as outlined above, and the program length should be about the same. The team with the lower score then provides dinner or another suitable reward for the winning team. The forms on pages three and four will help you track your program.

#### **Recognition by Toastmasters International**

By sponsoring five, 10 or 15 new members, the individual participants in your club's contest automatically earn recognition from Toastmasters International! A special lapel pin (redesigned annually) is given to those who sponsor five members. For sponsoring 10 members, an exclusive silver star pin is awarded. A Toastmasters tie or ascot scarf is the reward for those sponsoring 15 or more members. Your club may also qualify for awards in several club oriented membership building contests. For complete details, see your club's copy of the Membership Programs flier (Item 1620), or call or write World Headquarters for a free copy.

#### **Get Started This Week!**

This sheet of paper, along with a little bit of enthusiasm, is what you need to start your contest! At your next meeting announce that the program is beginning. Describe the program to the members, and let them know that they are all signed up to participate. Decide what rewards will be given, then use them to entice the members into participating. Give a progress report at every meeting. Remind members about the contest by mailing a flier to each person's home.

## Option #1 – Recognizing Individuals

NAME	POINTS FOR WEEK #1	POINTS FOR WEEK #2	POINTS FOR WEEK #3	POINTS FOR WEEK #4	POINTS FOR WEEK #5	POINTS FOR WEEK #6	POINTS FOR WEEK #7	POINTS FOR WEEK #8	TOTAL
*									

\* If your club has more than 9 members, photocopy this form so you'll have enough space to list them all.

**Points are awarded for the following activities:**

- Guest Attends Meeting – 5 points
- Guest Returns to Meeting – 1 point
- Guest Joins Club – 5 points
- Member Gives a Speech – 2 points
- Member Participates in Meeting – 1 point
- Other \_\_\_\_\_
- Other \_\_\_\_\_

Each week keep track of the points earned by each member. At the end of the eight-week program, recognize him/her with an appropriate gift and the club's thanks.

## Option #2 – Recognizing Teams

### WEEK #1

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
<b>TEAM 1</b>							
<b>TEAM 2</b>							

### WEEK #2

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
<b>TEAM 1</b>							
<b>TEAM 2</b>							

### WEEK #3

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
<b>TEAM 1</b>							
<b>TEAM 2</b>							

### WEEK #4

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
<b>TEAM 1</b>							
<b>TEAM 2</b>							

### WEEK #5

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
<b>TEAM 1</b>							
<b>TEAM 2</b>							

### WEEK #6

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
<b>TEAM 1</b>							
<b>TEAM 2</b>							

### WEEK #7

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
<b>TEAM 1</b>							
<b>TEAM 2</b>							

### WEEK #8

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
<b>TEAM 1</b>							
<b>TEAM 2</b>							

**TOASTMASTERS**  
INTERNATIONAL

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