

# A Membership Building Strategy for Vice Presidents Membership and Public Relations



## Membership Building Ideas

Develop your membership building plan around things that are happening in your area during the period:

1. Advertise and run Speechcraft
2. Explore and run some of the exciting Success Leadership Modules
3. Hold a Showcase Meeting
4. Write to local organisations – talk up the benefits of the communication and leadership training as a staff development tool and invite them along to a Toastmasters meeting – to see for themselves
5. Target Market
6. Run Adult Learners' Week Activities

## Develop the plan?

Planning works all it takes is 4 simple steps:

1. What will you do
2. How will you do it
3. Who will be on the team
4. When will you achieve the goal



## Get the team on board:

1. Allocate roles
2. Implement the plan
3. Monitor progress and celebrate wins!
4. Evaluate and make changes if necessary

## Then Celebrate Success!!

Don't forget to thank and reward those who contributed to this success –

*Achieving Greatness Together*

