



Retaining Non-Pathways Members

One of the challenges that Toastmaster Districts across the world are facing is: How to retain members that have decided not to adopt the Pathways education program. These members have a wealth of experience that districts, divisions, areas and clubs cannot afford to lose. Following is a list of suggested roles these members can lead – a reminder of the value of their skills and knowledge.

Suggestions:

- Club Evaluation Chair: Trains members on effective written and verbal evaluation techniques
- Club Contest Chair: Responsible for planning all club contests
- Club Orientation Chair: Trains new members in how the club runs
- Club Membership Chair: Assists the club VP Membership in creating and monitoring membership efforts for the club
- Club Mentor Chair: Assists the VPE with the Club Mentorship
- Club Quality Chair: Speaks to members to make sure that the club is meeting the members' needs
- Club Parliamentarian: Assists the club president during club business meetings with knowledge of parliamentary procedures
- Club Area/Division Director Liaison: Coordinates with the Area/Division Director on the club issues
- Club Dues chair: Coordinates directly with each member concerning dues renewals
- Evaluation Contest Target Speakers
- Create a Club Pathways Chair – Assists in member transition to Pathways and be responsible for pathways orientation for new and transitioning members

Suggestions Continued:

- Create Pathways Buddies – Pairs a Pathways member with a non-pathways member to smoothen the transition
- Club Newsletter Editor – Creates a bi-monthly newsletter to provide information for the members that can be used as a marketing tool
- Club Webmaster – Responsible for keeping the club website up-to-date
- Club Social Media Specialist – Assists the VPPR in publicizing information concerning the club on social media sites, such as Meetup, Facebook, YouTube and others
- Area and Division Director Assistants – Marketing (assists in club building) and Education Chairs (assists in tracking and encouraging clubs to attain DCP goals)
- District Evaluation Chair – Creates and provides evaluation training
- District Renewals Chair – Contacts clubs and members about renewals
- District Incentives Chair – Assists the trio by monitoring and reporting on district incentives
- District Judges Chair – Provides judges training throughout the District
- District Newsletter Editor – Creates a monthly newsletter to provide information to the members.
- District Social Media Chair – Publicizes information and activities concerning the District on social media sites, such as Meetup, Facebook, YouTube and others