

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. It's more than just losing members. These members have a wealth of experience that districts, divisions, areas and clubs cannot afford to alienate or lose. Following is a list of suggestions that could be utilized just to show those members how much their skills and knowledge are needed.

Suggestions:

- Club Evaluation Chair: This member helps to train members on effective written and verbal evaluation techniques.
- Club Contest Chair: This member would be responsible for planning all club contests.
- Club Orientation Chair: This member would train new members in how the club runs.
- Club Membership Chair: This member would assist 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: This member would speak to members to make sure that the club is meeting the members' needs.
- Club Parliamentarian: This member would assist the Club President during club business meetings with knowledge of parliamentary procedures.
- Club Area/Division Director Liaison: Member would coordinate with the Area/Division Director on the club issues.
- Club Dues chair: Member would coordinate directly with each member concerning dues renewals.
- Evaluation Contest Target Speakers
- Create a Club Pathways Chair – This member will assist in member transition to Pathways and be responsible for pathways orientation for new and transitioning members.
- Create Pathways Buddies – This pairs a Pathways member with a non-pathways member to smoothen the transition.

Suggestions Continued:

- Club Newsletter Editor – Creates a bi-monthly newsletter to provide information for the members and to be used as a marketing tool.
- Club Webmaster – Responsible for keeping the Club website up to date.
- Club Social Media Specialist – Assist the VPPR in publicizing information concerning the club on social media sites, such as meet up, Facebook, YouTube and others.
- Don't outlaw a manual speech form the Traditional Education program. It's still a manual speech with objectives. It will not count toward the clubs DCP. However, the VP Education would have the opportunity to gently explain how this could have been a Pathways Speech.
- Area and Division Director Assistants – Marketing (Assist in Club Building)and Education Chairs (Assist 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 through-out 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 meet up, Facebook, YouTube and others.

Think out of the box, use these suggestions to help retain members or to generate additional ways to retain members that have chosen to not transition to Pathways.