

# VP MEMBERSHIP

## Toastmasters Fonske Leuven



### Purpose of the Role

- ▶ **Monitor all guest communications & track attendance, welcome guests & acquaint** them with the club, curriculum & organization and guide them through the **process of becoming a new member**.

### Main Responsibilities

- ▶ Communications & attendance:
  - **Monitor** the club's inbox for all **incoming communications** (contact form, calendar registrations, direct e-mail) & **respond** where necessary.
  - **Keep track** of the **expected guest attendance** for the next meeting & communicate to the other officers or your backup.
  - **Track actual guest attendance** (name, e-mail), how often a guest has attended & ensure all **follow-up communication** is done in accordance with the **onboarding script**.
- ▶ Welcoming:
  - Ensure all guests are **personally welcomed & greeted** at each meeting & that they receive a **sufficient answer to any question** they might have. Either you do this or you ensure you have a **backup**.
- ▶ Becoming a member:
  - Guide the guests through the **onboarding process & connect them** with the VP Mentorship & VP Education when the time comes.
  - **Notify the President & TME** when there is a new member & when they will attend their 1<sup>st</sup> meeting.
- ▶ Onboarding documents:
  - **Update the onboarding script, 'What To Expect' & 'What We Offer' one-pagers** at the end of each year, after **aligning any changes with the team**.

### Strategies, Ideas, Examples

- ▶ Guest communications: you are the **1<sup>st</sup> point of contact** for our club. This is a big responsibility & requires you be **both reactive & proactive**. Ensure guests receive a **prompt response** when they contact our club and **reach out** when necessary (e.g. when the venue changes).
- ▶ Communicating guest attendance: the **President, TME, Sergeant at Arms & your backup** should know how many guests to expect. You might need a bigger venue to seat everyone, or simply to divide the workload of welcoming all guests. You can also recruit members who aren't officers to help you.
- ▶ Welcoming guests: it's good to print out a **list** of all expected **guests**, with their **names & email addresses**, for keeping track during the meeting & updating the Google sheet afterwards. You could also use the **club smartphone** to update the sheet directly.
- ▶ Onboarding script: many officers are involved in the process, but **it's you who initiates** the process for each new member. For a **good customer experience**, it is crucial you **prompt & coordinate** the right actions from your colleagues at the right time: Treasurer for payment, Mentorship for goal setting, Pathways & mentor selection, VP Ed for scheduling the 1<sup>st</sup> speech & the TME to recognize them during their 1<sup>st</sup> meeting. Your job is not done until this is all complete.