

Date _____

President's Agenda (for In-Person/Zoom)

(Give a two minute 'warning' before the start of the meeting.)

"This meeting of [date] is called to order." [hit gavel]

"Welcome Toastmasters and Guests. I see that we have some Dignitaries visiting today." [introduce dignitaries by name with role title]

[optional] "Please welcome (member name) to give the Invocation."

[optional] "Everyone join me for the Pledge of Allegiance with your mics muted." [lead pledge]

"Madame Vice President of Education, do you have any announcements [are there any educational awards to announce]?"

"Please clap/wave if your life or the life of someone you know has been changed because of Toastmasters. [clap/wave]

"Please remain clapping/waving if ...

You talked with someone anywhere in the world about Toastmasters since the last meeting [clap/wave]

You invited one or more guests to the meeting this week [clap/wave]

You have guest(s) at the meeting. [clap/wave]

Please introduce your guest(s)...

"To run the educational portion of our meeting, I'd like to introduce today's Toastmaster (member name) .

The President's Agenda was created in 2014 by Patti Thor, DTM. Our club has been President's Distinguished for ten years using this as one of our tools.

The President's Agenda may be used without permission if credit is retained and no fee is charged.

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The President's Agenda is a key instrument to train your club members to always invite guests. If each member invites at least one person per meeting and averages 6 guests per year, that should bring in 1-4 new members for each current member. Imagine training every member to invite guests - you will never have a membership problem again.

Presidents (SAAs, or whoever opens the meeting) should print a copy of the agenda to follow each meeting and put your notes on it. Better yet, laminate a copy and use white board markers to make notes.

Please share the President's Agenda presentation with every officer. Thank you.

"Let us share with others the benefits we have gained for ourselves." ~ Ralph Smedley

The NUMBER 1 way to get more members is through personal invitation. Talk to people everywhere about Toastmasters. Don't worry if they can join your club. You might inspire someone to join another club. The president should remind each member to invite one or more people to the meeting then use the President's agenda to reward members for inviting guests.

Ralph Smedley Quotes:

"While most of us may have entered Toastmasters to learn to make speeches, that benefit is but the beginning of the good which may come to us, and the good which we may do for mankind."

"The Toastmasters Club which has the right sort of program does not lose its members."

"The club whose membership is shrinking has something the matter with it."

"People more willingly follow a leader who knows where he is going."

Let's analyze the basics of the three statements and why it works.

"Please stand (clap/wave) if your life or the life of someone you know has been changed because of Toastmasters."

S1: This statement gives social proof that Toastmasters does, in fact, change lives. When a guest is noticing everyone's (or 90+%) hands are waving, then they are interested in learning more. Why wouldn't you want your friends, neighbors, co-workers to join? You know it will change their life, their family's lives, etc. Don't only

focus on having them join to benefit your club, if so, you've missed the point and they will sense it.

“Please stand (clap/wave) if You talked with someone about Toastmasters since the last meeting.” [clap]

S2: The beauty of this statement is that it rewards the effort. Before we can invite someone to a Toastmasters meeting, we must first talk to them about it. This is also a great first step for members to speak outside of the club setting.

Another benefit to this statement is that even guests can receive applause in the first few minutes of the meeting because they most likely told someone they were coming to a Toastmasters meeting. Remind your guest that they talked with you about TM.

“Please stand (clap/wave) if You invited one or more guests to the meeting this week.” [clap]

S3: Again, the members get rewarded for their efforts. This time they are not thinking, I asked someone once and they didn't come, so I haven't asked anyone since then. Instead, they know that they will be rewarded for simply asking someone.

There's accountability. They know that each week someone is going to be checking to see if they asked someone. Therefore, the accountability is training members to remember to invite a guest. They might begin with asking the barista on their way to the meeting, but eventually it will become natural. Remind members to invite friends/strangers to check out a TM club near them no matter where they live. If every one of our more than 364,000 members invited 15 people to a TM meeting somewhere in the world, all our clubs would grow in membership.

If you teach members that when they invite a guest to let the guest know they can invite a friend or two, then they will get a second round of applause.

Inviting guests is like sales in terms of numbers of people who say yes to an opportunity. Everyone in sales knows that it's all about the numbers. Statistically only one in five people who are invited to a meeting will say yes. One in three of those who say yes will actually come to a meeting. Of those who come to the meeting, anywhere between 1-5 of five will join. Doing the math, for every 75 people invited, you'll get 1-5 to join. The better you get at presenting the benefits of your high-quality club, the better your odds of having people join. If your club has 15 members, you each must invite 5 people.

BONUS: You have guest(s) at the meeting. [clap/wave]

This member gets to show the whole club that they've succeeded. FUN!

Please introduce your guest(s)...

You might want to train your members in how to introduce their guests (e.g. no jesting, only praise). Your guest feels very special and welcomed by the whole club. This is important because they might feel awkward or shy.

If no one claims a guest, you interview them quickly with a warm welcome. Ask how they heard about your club. This gives your club feedback on what marketing is effective.

Tell guests that you would like to hear what they thought of their experience at the end of the meeting.

And of course, always follow up with an application and a conversation.

The President's Agenda works best when coupled with emails sent from the president in-between meetings that encourage members to **CHANGE PEOPLE'S LIVES.**