



Prospective Member Engagement

Introduction

The purpose of this session is to develop strategies for converting prospective members to members using the Prospective Member Journey.

Overview

First, you will discuss the elements of the Prospective Member Journey. Then, you will brainstorm key activities that a club should perform during the journey. Finally, you will identify resources that are necessary to support the key activities.

In this session, facilitators discuss the following topics:

- Pre-work Debrief
- Prospective Member Journey

Objectives

After completing this session, you will be able to do the following:

- Recognize the phases of the Prospective Member Journey
- Identify critical activities during the Prospective Member Journey
- Identify resources for engaging during the Prospective Member Journey

By meeting these objectives, you will be able to plan how to grow your clubs through developing sound strategies to support prospective members at each phase of their journey.

Prospective Member Journey

Breakout Room Activity: New Member Experience Mapping (30 minutes)

Review the phases and consider the questions to ask the group to fill out the table on the next page:

Awareness – During this phase, a prospective member is aware of challenges or opportunities in their life with which they need help. They are looking for products and/or services that will address their needs and wants.

Questions to ask: How does your club speak to the challenges or opportunities that a prospective member has? How does your club make a prospective member aware that your club can deliver on their needs and wants?

Evaluation – During this phase, a prospective member needs to try out Toastmasters to confirm that it can address their wants and needs.

Questions to ask: How does a prospective member evaluate your club? What do they expect to see before they commit to joining? What do you think prospective members will like about your club? What concerns do prospective members likely have?

Join – In this phase, the prospective member receives the offer to join and goes through the process of joining.

Questions to ask: How do you ask them to join? How does a prospective member signal their commitment to join? What must they do to join?

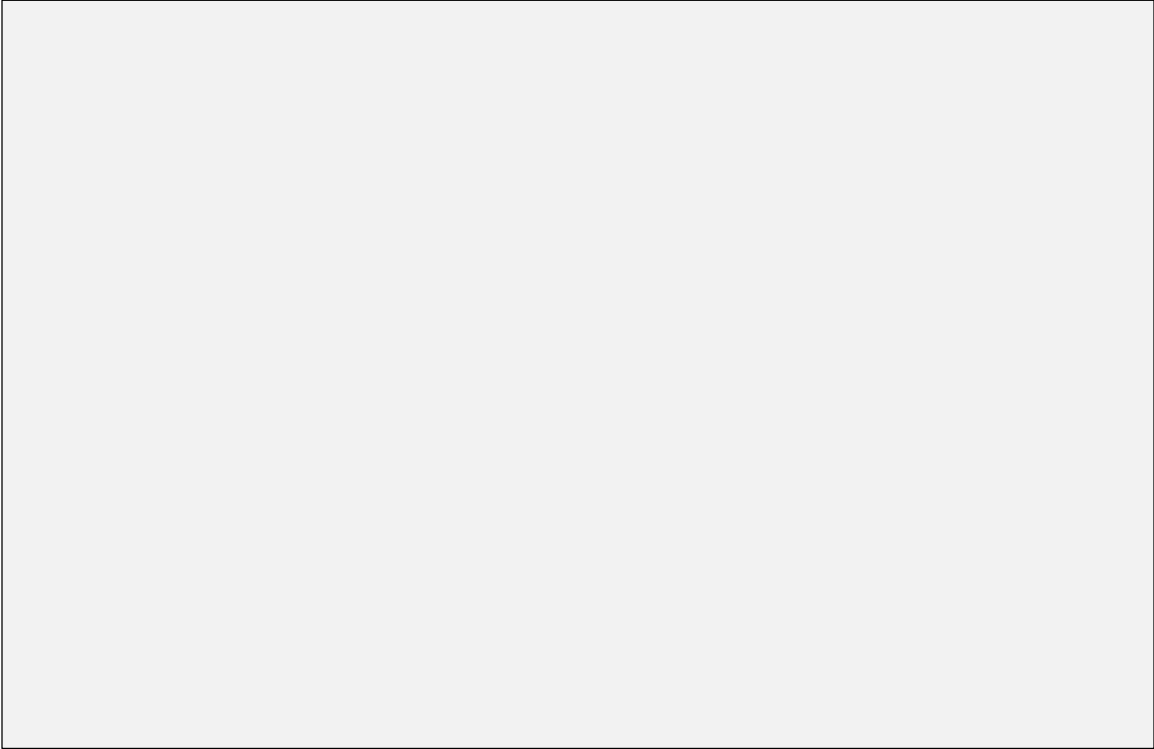
Support – After a prospective member has transitioned into membership, a new member needs support in understanding how to achieve their goals, maximize the opportunities that your club offers, and help in pushing through any obstacles to the member continuing their journey with your club.

Questions to ask: What does the club do to support them in achieving success? How does the member ask for help? What does the club provide to check-in on their progress and steer them around common obstacles?

Discuss what a club should do in each phase of transitioning prospective members and what experience that member should have and record the group's ideas in Activities. Record the Resources that are needed to do the Activities in each phase. You will have 2-3 minutes to present your ideas to the rest of the group after the activity is completed.

	Awareness	Evaluate	Join	Support
Activities				
Resources				

Presentation Notes



Resources

Club Experience

[Spread the Word: Grow Your Club](#)

[Be Our Guest](#)

Other Resources

[Membership Building](#)

[Mentoring](#)

[Moments of Truth](#)

[Finding New Members for Your Club](#)

[Closing the Sale](#)

Conclusion

Key Takeaways

What is one idea from this session that you plan to adopt in your club?

What are some other key takeaways from this session that will help you be successful?