



# Prospective Member Engagement

## Introduction

This pre-work provides knowledge that supports the experiential learning that will take place in the live sessions at Club Officer Training. By completing it, you will be prepared to participate in discussions and activities with fellow club officers. This information will be utilized but not presented in the session.

## Time Investment

- 30 to 60 minutes

## Instructions

1. Complete the Questions to Consider (below)
2. Read Prospective Member Journey and complete the questions (below)

## Questions to Consider

Answer the following questions:

1. How do prospective members find your club?

2. Why do prospective members join your club?

3. What does your club do to support new members?

4. What are the most popular goals of your members?

5. How does your club check in on new members in the first 60 days?

6. Thinking about your club roster, what are some similarities among members?

# Prospective Member Journey

Read the following descriptions of the phases and give personal examples that you have experienced with a product or service.

**Awareness** – During this phase, a prospective member is aware of challenges or opportunities in their life that they need help with. They are looking for products and/or services that will address their needs and wants. They will search for products and services and be receptive to offers on social media and dig into brands.

**Evaluate** – During this phase, a prospective member needs to gain confidence that Toastmasters and your club can really help them achieve success.

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

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

1. **Awareness.** Describe a need or a want that made you search for a product or service.

2. **Evaluate.** How have you tested products or services to make sure that they fit with what you were looking for? How was this useful?

3. **Join.** Describe an experience when you were going to buy a product or service, but you decided not to because it was too frustrating to buy.

4. **Support.** What brands give the best customer support in your opinion? What do they do well?