

Ten Ways to Keep Your Toastmasters Club Motivated and Alive!

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Motivation, or more accurately, lack of motivation within toastmasters is perhaps one of the organization's greatest challenges. Motivation begins at the member level and goes all the way up to the top of the organization. While a club may not have much influence over the motivation levels of each member individually, it can have a great effect on the group in general which will ultimately lead to increased motivation of the members. With a motivated club comes a successful club with members that grow, learn, and achieve.

1. **Keep meetings exciting and entertaining.** The Toastmaster can do this best by preparing for the role and keeping in mind the very important fact that members like to be entertained.
2. **Encourage members to give more speeches.** Books, magazines, and personal stories are excellent sources of speech material.
3. **Invite speakers to your club.** There are many speakers in the district that would love additional opportunities to speak. Outside speakers often attract great interest from members. See http://www.district31.org/speakers_needed.html .
4. **Communicate outside your meetings.** Maintain a good e-mail list and/or club website where members can “talk Toastmasters” any time. See <http://www.freetoasthost.org> .
5. **Raise the bar for your club.** Make sure your club culture is one that encourages and emulates excellence.
6. **Change officer roles to a six-month period*.** Officer motivation is known to decrease over time. Renew this energy and motivation semi-annually, not every year.
7. **Encourage your members to evaluate the meetings.** What do they like and not like about the meetings? What are some suggestions to make it better?
8. **Implement written group evaluations.** Don't allow members to sleep when a speaker is up there – put them to work! Have mini evaluation forms (<http://www.district31.org/files/speechevalsheet.pdf>) that each member can fill out and give to the speaker.
9. **Don't slouch on protocol.** One of the quickest ways to a lame meeting is by ignoring proper meeting protocol. Stick to the book even if few members are in attendance.
10. **Learn from every speaker!** Each time a member is speaking, listen and watch the speaker and mentally (or write down) what you think they are doing right and wrong.

* Club officers can only change mid year (semi-annually) if the club meets weekly.