**Moments of Truth:**

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| MOT element | Best Practice Ideas | DCP links |
| First impressions | Guests welcomed; friendly; TM branding; get guests hooked; have welcome table; asks guests for feedback; always ask guests to join; sit guests with experienced TMs | Getting to 20+ members (or 5+ net growth); new members; - DCP goals 1-6 in action -> inspire guests to join; officers trained will improve quality of meetings |
| Membership Orientation | Follow up – convert guests and get them started on the program; Orientation pack; induction ceremony; appoint mentor or TM buddy; have separate orientation meeting (1x per quarter – for new and re-orienting existing members); email to non -attending members – what they missed – inspire them to attend | Ensure member orientation outlines the basics of what the club does; DCP programme and the goals; the education programmes; duties of members re bringing guests, paying dues on time, taking on officer roles |
| Fellowship, Variety, and Communication | Fun; learning something, supportive, meeting friends; refreshments before/after meeting; do meetings differently (e.g. backwards meetings; ideas from Dr Smedley “Personally Speaking”); use Facebook/Twitter etc; Easy Speak/Free Toast Host; themed evenings/dress up events | Get guests to be new members; motivating officers to go to training; members inspired by variety (go for awards and contribute to goals 1-6);  |
| Program planning & meeting organisation | Well run mtg; agenda out in advance; few last minute subs; follows the TM program; quality prepared roles and speeches; VPE commitment and follow up; back-ups assigned; 3 mth planning that matches member goals; member commitment to attend | Deliver awards (goals 1-6); get new members (inspired by the quality); training – officers understand their roles and what to do |
| Membership Strength | Members embody the TI philosophy; look forward to the next meeting; members go to conferences and convention, DCP knowledge; % of members who show up; members doing advance manuals; active members; extended committees (beyond the min 7 TI roles); run sessions from Successful Club series etc; attractive/intriguing subject lines to emails; members visit other clubs; look for member strengths and how to use e.g. “wine master”; community activities e.g. run speechcraft/YLP; providing platform for less well-known TM’s (e.g. get them doing educational session); joint club meetings | More Advanced awards and leadership awards; new members (inspired by the quality and achievements of existing members); member retention (keeping to 20+ members); strong committees – achieve 4+ officers trained and admin elements all done |
| Achievement Recognition | Public recognition – paper certs/ribbons/social media/newsletters; feedback – quality of evaluations; recognising achievements as people progress (intermediate rewards); create excitement; members being inspired to change and grow; mentorship; thank you notes (old fashioned!!); encourage people to take responsibility (not just a burden) | Achievements -> awards; also +ve energy (attractive to new members), responsibility= honour – member strength/strong committee; culture of achievement – DCP goals 1-6 – fulfilment. |