

## Central Carolina Toastmasters

Central Carolina Toastmasters is a community club located in Sanford, NC. The club was chartered in April, 2009 by graduates of Central Carolina Community College's first public speaking class. The club meets on the Lee County campus of Central Carolina Community College.

The Club was recognized as a distinguished club in 2010 but soon began to struggle with membership.

By May of 2017, the Club had five members with only three members actively attending meetings. Two Club Coaches, Ramona Baylor and Gregg Parr, were assigned to the club and quickly leveraged Open Houses to add five new members and return the club to good standing.

In the months that followed, the Club Coaches focused on five key actions in their effort to increase membership and help the club achieve distinguished club status.

### **Improve Club Meeting Quality**

To gain new members, it was critical to ensure guests discovered a fun, friendly, and professional environment. Officers ensured that meetings started and ended on time, every meeting had at least two speakers, a printed agenda was always produced, and all meeting roles were assigned.

### **Develop a Membership Mindset**

Every club member was encouraged to help acquire and retain members. Officers spoke about Toastmasters at community events. Former club members were invited to an Open House. A Club membership contest helped to attract new members.

### **Expand Club Promotion**

The club leveraged social media (Website, Facebook, and Twitter), press releases, radio interviews, and a Chamber of Commerce membership to promote the club and our members. The club was acknowledged for our contribution to the community at our spring Open House and the City of Sanford issued a proclamation recognizing "Toastmasters Day" in Sanford.

### **Recognize every Achievement**

The Club consistently recognized individual education and leadership awards at club meetings and in social media. Club goals and milestones were announced and celebrated.

### **Leverage District Support**

Club coaching would not have been successful without the support of other Clubs and District officers. Toastmasters from other clubs visited our meetings to speak and take on meeting roles, improving our club meeting quality. District officers attended regular meetings and Open Houses to encourage club members.

With Club Coaching and the dedicated support of Club and District members, the Central Carolina Toastmasters were proud to achieve the following by June 2018:

- A membership increase of (6) net new members (to 16 members)
- President's Distinguished Club award
- Beat the Clock membership award
- 13 Education and Leadership awards earned by 7 club members
- 4 members earning a Pathways Level 1 or higher
- Recognition by Sanford, NC for promoting Communication and Leadership in our community