



Club Visits

Participant Workbook

Introduction

The purpose of this session is to assist you in developing strategies to both support and motivate clubs in providing the best possible member experience, enhancing member retention, and building membership through club visits.

Overview

First, you will discuss the elements of a successful club visit. Then, you will present your key ideas to the rest of the participants. Finally, you will brainstorm how you can identify success and prepare to support clubs.

In this session, facilitators discuss the following topics:

- ▶ What is a Successful Club Visit?
- ▶ Club Visit Outcomes

Objectives

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

- ▶ Identify what a successful club visit looks like
- ▶ Recognize club visit outcomes
- ▶ Develop strategies to hold productive and successful club visits

By meeting these objectives, you will support your Area in delivering the best possible member experience.

What is a Successful Club Visit?

Breakout Room Activity: Visits that Count (15 minuts)

Use the questions below to discuss what success looks like before, during, and after a club visit.

1. What guides, reports, and data should you review prior to visiting a club?
2. How do you build rapport with club officers? How does this process differ when working with corporate clubs compared to community clubs?
3. Consider club visits you have experienced. What was positive about those experiences? What was negative?
4. What are the follow-up tasks after a visit?

Club Visit Outcomes

Breakout Room Activity: Success and Support (25 minutes)

Brainstorm common challenges that you would expect clubs to face during your term. For each of these challenges, brainstorm what resources and support that you can offer a club facing those challenges.

Common Club Challenges	Resources for Support

Resources

Toastmaster Magazine

[Shine as an Area Director](#)

Other Resources

[Area Director's Club Visit Report](#)

[Serving Clubs Through Visits](#)

[Moments of Truth](#)

[Distinguished Club Program](#) and [Club Success Plan](#)

[District Leadership Handbook](#)

Conclusion

Key Takeaways

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

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