

Win Them Back —and Keep Them

Retention Strategies for Ending the Year Strong

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Why Did You Join Toastmasters?

Type the number that best fits you in the chat (1–6).

1. Build confidence speaking to groups
2. Get better at presenting at work
3. Grow leadership skills
4. Improve communication in everyday life
5. Find community, connection, and support
6. Other (type a few words)



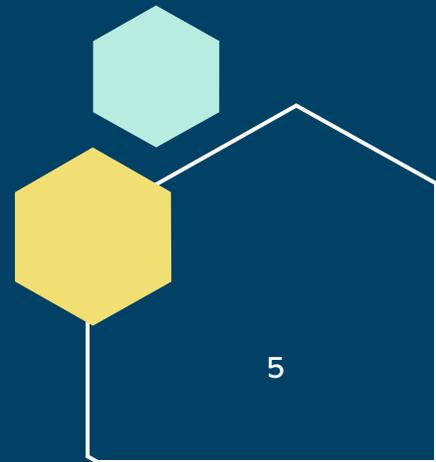
The Leaky Bucket



Recruiting helps, but it won't solve quiet attrition

Why Do Members Leave?

- Life transitions
- Time pressure
- Goals change or feel accomplished
- They feel less connected to the group
- They stop seeing progress
- Other reasons?



The Connection Loop



The Power of Personal Outreach

- Let them know they were missed
- Ask about their goals
- Listen with curiosity
- Avoid pressure

“We missed you at the meeting.”

“What were your goals when you joined?”

“Is there anything we can do to help you get more value from the club?”



Who will reach out?

When and how often?

Practical ways to Increase Engagement & Belonging

- Make sure everyone speaks at every meeting
- Add variety: Themes, Quizmaster, or fun roles
- Use mentors or speech buddies
- Recognize achievements inside & outside Toastmasters
- Create time for informal connection
- Survey members/Ask:

“What would help you get more value from the club?”





Helping Members Who are Reluctant about Pathways

1. Focus first on speaking opportunities, not the program
2. Offer a quick Pathways orientation or “Level 1 walkthrough”
3. Pair members with a Pathways buddy or mentor
4. Remind members that projects can align with their real goals
5. Encourage members to take it one project at a time



Former Members are Your Best Prospects

- Keep them on the newsletter
- Invite them to special meetings
- Welcome them back as guests
- Ask about their life/current goals

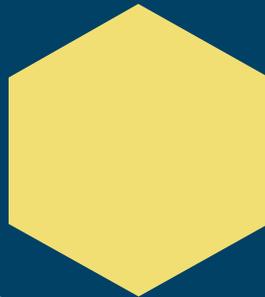


End Strong— & Leave a Legacy

Which will *YOU* do this week?

1. Reach out to one current member
2. Personally invite one former member to visit
3. Adjust one meeting element

<https://bit.ly/winthemback>



Questions?

Resources:

- Presentation slides PDF
- Win Them Back Article

