

# Win Them Back—and Keep Them

## Retention Strategies for Ending the Year Strong

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**Core idea: Some membership loss is inevitable—but a surprising amount is preventable.**

### Why Members Join

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 personal or professional goals

? Why Did YOU join?: # \_\_\_\_\_

### The Empty Chair



Every empty chair represents someone who once had a goal.

### The Leaky Bucket



### Why Members Leave

- Life transitions and schedule changes
- Time pressure
- Goals change or feel accomplished
- Less connection to the group
- Loss of progress or momentum
- Other reasons

### The Connection Loop



Healthy clubs follow this cycle:

Notice → Reach Out → Reconnect → Engage → Belong

### The Power of Personal Outreach

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

*Try phrases like: “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?”*

### Practical Ways to Increase Engagement and Belonging

- Make sure everyone speaks at every meeting
- Add variety with themes, or fun roles
- Use mentors or speech buddies
- Recognize achievements inside and outside Toastmasters
- Create time for informal connection
- Survey members: “What would help you get more value from the club?”

## Winning Back Former Members: Quick Reference

If the issue is...	Try this...
<b>A member has gone quiet</b>	Reach out after 2–3 missed meetings with a brief, caring message.
<b>A member seems stuck</b>	Reconnect them to their original goal and suggest one small next step.
<b>Pathways feels like a barrier</b>	Focus first on speaking opportunities, then offer a buddy or quick walkthrough.
<b>A longtime member is fading</b>	Invite them into mentoring, leadership, or a meaningful special role.
<b>A former member might return</b>	Invite them to visit as a guest and ask about their current goals.

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### Helping Members Who Are Reluctant About Pathways

- Focus first on speaking opportunities, not the program
- Offer a quick Pathways orientation or Level 1 walkthrough
- Pair members with a Pathways buddy or mentor
- Show how projects can align with real goals
- Encourage one project at a time



*The next time you see an empty chair, remember: it might not be permanently empty. It may belong to someone who simply hasn't been invited back yet.*

### 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 and current goals

### One Action This Week

- ✓ **Reach out** to one current member  
*Who?* \_\_\_\_\_
- ✓ **Invite** one former member to visit  
*Who?* \_\_\_\_\_
- ✓ **Adjust** one meeting element  
*What?* \_\_\_\_\_

**Tip: share your action with another club officer for accountability**



Resources:

<https://bit.ly/winthemback>  
slides, hand out, article