

## “New and Exciting – Starting a New Club”

Loretta Sandy, DTM  
 Past District 47 Governor  
 2006-2007 Ranked #3 in the World  
 Lsandy\_1@yahoo.com

## Mission of the District

The mission of the district is to enhance the performance and **extend the network of clubs**, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- ❖ Focusing on the critical success factors as specified by the district educational and membership goals
- ❖ Insuring that each club effectively fulfills its responsibilities to its members
- ❖ Providing effective training and leadership development opportunities for club and district officers

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## One of The Critical Success Factors – New Clubs

**Successful districts make their mission a reality by establishing clear, measurable goals in the 4 Critical Success Factors:**

- “New Clubs”**
- Membership (building and retention)**
- Competent Communicators**
- Advanced Communicators**

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## What are the Benefits of New Clubs

- Introduce more people to the benefits of Toastmasters
- More opportunities for people to be able to join a Toastmasters club
- New ideas and interesting speeches
- New enthusiasm and energy in the Club/Area/Division/District



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## Who Is Responsible to Handle This Task?

- Every Toastmaster can start a new club
- District officers should always be looking to start new clubs -- that means YOU!
- If you want your District to be successful then it is up to YOU to work with other leaders and members to create these clubs



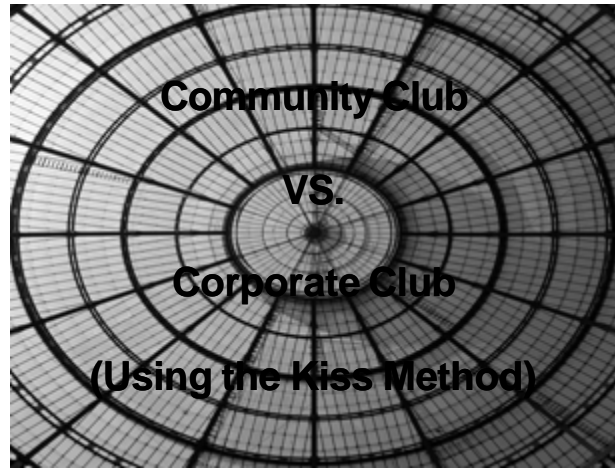
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## Where Do I Find Leads For New Clubs?

- Everywhere around you
- Leads also come in from Toastmasters International
- Local Business, whether large or small
- Community; such as a library, civic center, local chamber of commerce, etc.



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## Community Clubs

- Create a plan of action
- Find a location and secure
- Go door to door using a tri-fold
- Invite everyone you meet to first meeting
- Hold first meeting as an informational meeting
- Sign up people for meeting roles and membership
- Know that a community club takes longer than putting together a corporate club



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## Corporate Clubs

- Creating a corporate club is developed using a plan which includes strategies for success
  - Making the initial call or contact with prospective new club
  - Sending out information on “How to Build a New Club”
  - Following up with “Did you receive the information I sent you the other day?”
  - Answering questions prospective might have and assuring them that putting a new club together is not a difficult task
  - Set date for kick-off
  - Follow up, follow up, follow up!!!!
  - Remember that **TIME kills** leads



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## The Kick-Off Meeting

- Use the KISS method
  - **Keep it Simple Sis**
- Abbreviated agenda with no more than 3 -4 Toastmasters in attendance
- Ask guests to be Timer, Ah-Um Counter, and Grammarian
  - **Important to get them involved immediately**
- Short and brief description of roles
- Short questions and answers
- Ask how many are joining today!
- Elect officers

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## What to Hand Out at a Kick-Off Meeting

- Set Toastmaster magazines and other information out on a table for guests to take
- Create a hand-out package which includes:
  - Agenda
  - 10 Tips for Public Speaking
  - **Charter** Membership Application
  - Duties of Club Officers
- Assign duties to guests

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## Sample Kick-off Agenda

METRO PALM BAY TOASTMASTERS  
TUESDAY, NOVEMBER 11, 2008

### The Mission of the Club

The Mission of a Toastmasters Club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communications and leadership skills, which in turn fosters self-confidence and personal growth.

- 12:00 PM Introductions
- 12:10 PM Toastmaster of the Day - Susie Q  
Objective of the Meeting
- 12:25 PM Kick-Off Meeting – Toastmaster Susie Q  
Explanation of Toastmaster Roles  
Prepared Speech –  
Speaker, Toastmasters John Doe  
Table Topics – Toastmaster Mickey Mouse  
Evaluation – Toastmaster Susie Q  
Timers Report – Guest  
Ah-Um Counter's Report – Guest  
Grammarian's Report – Guest
- 12:45 PM Benefits of Toastmaster Membership – (All Toastmasters to Comment)
- 12:50 PM Elect Club Officers
- 1:00 PM Sign up for next meeting roles

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## Getting the Paperwork Done

- Encourage focal point to collect monies for charter
- Stress importance of getting it done within 2-3 weeks
  - Need for manuals
- ***Strike while the iron (oops pie) is hot!***



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## Common Challenges with New Clubs

- Officer training– if you have to train them make sure they know their duties
- Members accepting responsibility for club and meetings
- Member participation – scheduling of meetings
- Attracting new members
- Maintaining charter strength

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## Districts Responsibilities to New Clubs and Their Members

- Educate club officers by sending them to District training two times a year thereby creating a strong leadership within the club environment
- Encourage clubs to offer a mentorship program for new members
- Train clubs on how to hold effective meetings
- Encourage clubs to work towards the Distinguished Club Program (DCP)

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## Why Become a New Club Sponsor or New Club Mentor?

- Receive credit towards Advanced Leader
- Refine your skills and learn new skills
- Share the benefits you received from Toastmasters
- Leave your legacy

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## Type of Guidance New Club Mentors Provide

- Support and encouragement
- Attend executive committee meetings
- Assist in planning club meetings
- Remind club of important dates
- Arrange for speakers and evaluators from other clubs

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## Role of the New Club Mentor

- Sponsors can be 2 Toastmasters
  - Responsible for organization of new club
  - Responsible for getting paperwork completed
  - Help plan the charter ceremony
  - Help establish regular meetings and roles
- Mentors should be 2 well seasoned Toastmasters
  - Provide guidance during new clubs first 6 months or longer
  - Work side by side with new Toastmasters
  - Show the new members how to fulfill meeting roles
  - Help the new officers perform their duties

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## Lt. Gov. Marketing, Jim Miller, DTM

Check out the [www.toastmasters84.org](http://www.toastmasters84.org) Marketing section for extensive tools for use in forming new clubs.

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