



TOASTMASTERS  
INTERNATIONAL®

# *Build New* Clubs



AREA  
&  
DIVISION  
GOVERNORS

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# The Mission of the District

The Mission of the District is to enhance the performance and extend the networks 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 goals 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.



**TOASTMASTERS INTERNATIONAL®**

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# Table of Contents

<b>INTRODUCTION: TRAINING AREA AND DIVISION GOVERNORS . . . A VITAL DISTRICT FUNCTION</b> .....	3
<b>PART I: FOUNDATIONS FOR A SUCCESSFUL TRAINING SESSION</b> .....	5
Keep Training Focused on the District Mission .....	5
Five Steps For Planning a Successful Division and Area Governor Training Program .....	6
The Training Environment .....	7
How to Use the Program Outline .....	7
Checklist for Training .....	8
Sample Training Agenda .....	9
Evaluation and Follow-up .....	10
<b>PART II: PRESENTATION OF THE TRAINING SESSION: BUILD NEW CLUBS</b>	
Build New Clubs .....	14
Why Build New Clubs? .....	15
What Are the Minimum Requirements for a Club? .....	18
What Types of Clubs Are Out There? .....	19
Look For and Create Club Building Opportunities .....	21
Prospecting for New Clubs .....	21
Develop Your Leads .....	23
Hold a Dynamic Demonstration Meeting! .....	24
Helpful Hints .....	26
From Chartering to Charter Presentation .....	27
Brainstorming Exercise: How to Develop Club Prospects .....	31
<b>PART III: VISUAL AIDS COPY FOR THE TRAINING SESSION</b>	
<b>PART IV: HANDOUT COPY</b>	

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# Introduction: Training Area and Division Governors . . . A Vital District Function

The Club is the heart of the Toastmasters program. It provides the environment and support members need to develop their communication and leadership skills.

Featured within the Toastmasters organization are additional levels of assistance which provide support to Clubs. The primary function of Districts, for example, is to help Clubs in their efforts. Area Governors work for the Districts by taking responsibility for the well-being and activities of all Clubs assigned to their Areas. As District officers, Division Governors strengthen this network by offering support and guidance to Area Governors. Effective Area Governors encourage the health and growth of Clubs and insure the success of their Divisions.

The purpose of this Area and Division training program is to explain the Distinguished Area and Distinguished Division Programs. This training program is your comprehensive guide for preparing and presenting effective Area Governor and/or Division Governor training sessions that focus on program goals and planning to achieve those goals. However, since some Districts train Area and Division Governors separately, while others train them together, this training program may be modified by each District as necessary.

Training should help both Area and Division Governors identify the goals they need to successfully serve Clubs and members so that Clubs, Areas, and Divisions all strive to become "Distinguished." After training, Area and Division Governors should:

- ▶ Understand what makes an Area successful
- ▶ Understand what makes a Division successful
- ▶ Know the goals of the Distinguished Division and Distinguished Area programs
- ▶ Recognize the elements of a successful Club and be familiar with the components of the Distinguished Club program
- ▶ Know how to develop a Performance Plan based upon the goals of the Distinguished Division and Distinguished Area programs

The cornerstone of a good training session is preparation. To do a good job, the presenter of a Division Governor training session must be familiar with the District Leadership Handbook (Catalog No. 222) and, additionally, if training Area Governors, the Area Leadership Handbook (Catalog No. 221). The presenter should also review the Distinguished Area and

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Distinguished Division Program brochure (Catalog No. 1481). Take time to review these materials, then study the training program thoroughly. Don't forget to inject your own personality and experiences to create a session that is educational, enjoyable, and motivational. Helpful tips to assist in your preparation for this training session are provided in Part I. Part II covers the "meat" or essential points of the session. Parts III and IV provide you with visual aids and handouts.

Remember, training is not finished when this particular training session ends. It's a process that continues throughout an officer's term. Be sure to inform your trainees that if any questions arise during their year in office, the District Governor, Lt. Governor Education and Training and the Lt. Governor Marketing are available to help.

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# Part I: Foundations for a Successful Training Session

## KEEP TRAINING FOCUSED ON THE DISTRICT MISSION

Achievement of the District Mission requires that Districts successfully train Division and Area Governors. Toastmasters International publishes several training programs for Division and Area Governors covering the fundamentals these volunteer leaders need to be successful. Every District is provided several copies of these training programs. The programs are in a modular format and are flexible, yet focused. Each training program also emphasizes an adult learning approach by allowing for discussion and offering practical exercises and case studies.

All Division and Area Governor training must incorporate the core content of the training programs published by Toastmasters International. Here is a description:

*Achieve Success Standards* (Catalog No. 218-A). This program covers Area and Division Governor Standards and the Distinguished Division, Area, and Club Programs.

*Maintain Strong Clubs* (Catalog No. 218-B). Fundamental to keeping Clubs and having a net Club gain is building membership. This module addresses building membership and effective Area-Club visits.

*Build New Clubs* (Catalog No. 218-C). To become a President's Distinguished Division or President's Distinguished Area requires a net gain of one Club. To be a Distinguished Division requires no Club loss. This module teaches District Officers the basics of Club building.

*Build a Successful Team* (Catalog No. 218-D). Successful Division and Area Governors achieve their goals by involving others. This module teaches officers how to build a team and how to effectively use Division and Area Councils.

*Conduct Quality Contests* (Catalog No. 218-E). Although not a top District priority, speech contests are important interclub events. The Area speech contest is probably the one District event in which most clubs participate. This program provides instruction, exercises, and a checklist to ensure that contests run smoothly.

Initial Division and Area Governor training must be a minimum of four hours. Division and Area Governors should be trained together in a central location. Geographically large Districts may train Area Governors by Divisions or group Divisions together. One-to-one training is time consuming and should rarely occur.

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## FIVE STEPS FOR PLANNING A SUCCESSFUL DIVISION AND AREA GOVERNOR TRAINING PROGRAM

### 1. PREPARE THE TRAINING AGENDA.

The core content of training must incorporate the Division and Area Governor training programs published by Toastmasters International. Initial training must be at least four hours to ensure that Area and Division Governors receive an adequate foundation. A sample training agenda is provided at the end of this section.

### 2. OBTAIN AND PREPARE MATERIALS.

- ▶ PowerPoint slides are available at [www.toastmasters.org](http://www.toastmasters.org) or you can prepare overhead transparencies using the master copies found in Part III of each training program. If a flip chart will be used to replace the slides, prepare in advance: write the information on every other flip chart page, using a marking pen and making sure all letters are large enough to be clearly visible to participants. Tips for effectively using visual aids are also included in Part III.
- ▶ Duplicate the handouts in Part IV of each training program, along with any additional handouts you will distribute.
- ▶ Assemble other reference materials. These may be available from the District, or you can order them through the Toastmasters International Supply Catalog. (Be sure to allow adequate time for shipping.)

### 3. SELECT TRAINERS.

Select the best possible trainers, those who you know will do a good job, be enthusiastic, and be able to motivate participants. Notify the presenters well in advance and keep them posted. After selecting the trainers, provide them with session materials.

### 4. COORDINATE THE LOGISTICS OF THE SESSION.

- ▶ Select a date that does not conflict with important local events.
- ▶ Plan for enough time to complete your agenda. A minimum of four to six hours is suggested for completing all five of the Division and Area Governor training programs.
- ▶ Select and *secure* a location and facility which will provide a suitable training environment.
- ▶ Arrange for proper setup of tables, seating, and equipment. See suggested room layout in the section titled, "The Training Environment."

### 5. PROMOTE HEAVILY TO ENSURE ATTENDANCE.

Invite and urge all Area and/or Division Governors to attend the training session, using all available media (District, Division, and Club newsletters, fliers, etc.). Promote early, then follow up by telephone. Your goal should be to maximize attendance, and this



requires a heavy promotion effort. Emphasize how this training will help make Division and Area Governors more effective.

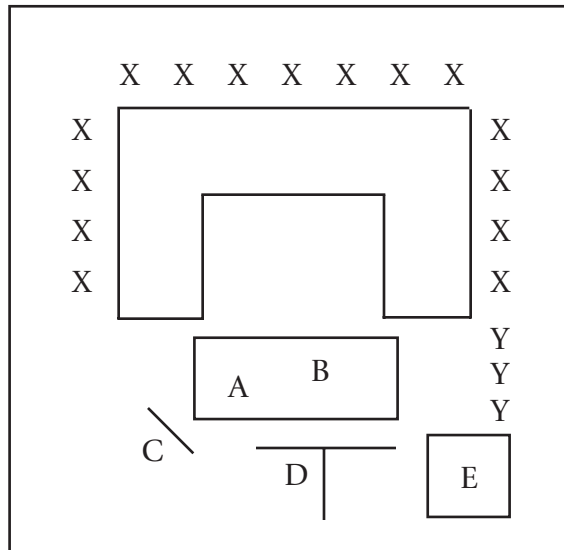
## THE TRAINING ENVIRONMENT

A satisfactory physical environment is essential for an effective training session. Arrange, in advance, for the meeting room to be properly set up. You will need a room large enough to comfortably seat the attending officers. Ideally, it should have space in the back for coffee breaks and sufficient room in front to accommodate your audiovisual equipment and a work table for materials and supplies. Make arrangements for a datascreen or overhead projector and screen (including a spare bulb and extension cord).

The chart below illustrates an ideal physical setting for a District leader training session.

### KEY

- A – lectern and gavel
- B – datascreen or overhead projector
- C – flip chart
- D – screen
- E – table for materials and supplies
- X – participants
- Y – training assistants



Upon arrival, check the room temperature. (Nothing is worse than a room that is too hot or too cold; whenever participants are uncomfortable, it's difficult for them to focus on the presentation.) Lastly, make it a practice to greet participants as they arrive, and, time permitting, chat with them.

## HOW TO USE THE PROGRAM OUTLINE

The Training Program format is simple to use, but it requires considerable preparation. It's designed to allow presenters the opportunity to be flexible and creative. However, it also provides structure so that the important elements of the program are emphasized.

Notice how the training outline is structured. **The total time for this session is 45 to 60 minutes.** Careful attention to time is essential. Interspersed through the outline are



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**boxed segments**. These are explicit explanations and guidelines for conducting group exercises and portions of the presentation material. In the right-hand column are keys to visual aids and handouts, as well as space for you to make notations. Most of all, it's important to be flexible, since slight differences may exist between your District's practices and the information in this program. Therefore, using the framework presented, you will need to spend time reviewing and adapting this program to your District's needs.

Part II provides a training script. In presenting this material, *do not read the script word for word*. Instead, become thoroughly familiar with each topic, then paraphrase and embellish it to suit your individual presentation style. In preparing for your training session, keep two things in mind. First, fit your planned discussion to the time allocation for each subject. Second, allow ample time for group discussion and participation.

Part III of this booklet contains the basic visual aids for the program. Each slide is designated in the right hand column as "SLIDE #\_\_" in the outline. If you do not have access to the PowerPoint file, a laptop computer and datascreen projector, then it is recommended that you reproduce these visuals on a transparency for use with an overhead projector. If this isn't possible, copy them onto a flip chart prior to the session.

## CHECKLIST FOR TRAINING

- \_\_\_ Meeting facility selected and secured.
- \_\_\_ All participants notified.
- \_\_\_ Follow-up phone calls made to each officer.
- \_\_\_ Training assistants appointed.
- \_\_\_ Visual aids prepared.
- \_\_\_ Handouts reproduced.
- \_\_\_ Room arranged and properly equipped.
- \_\_\_ Refreshments ordered.
- \_\_\_ Supplies and reference materials on hand.
- \_\_\_ Projector available, with spare bulb and extension cord.
- \_\_\_ Flip chart and easel available, along with marking pens.
- \_\_\_ Notepads and pencils available for each participant.

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## SAMPLE TRAINING AGENDA FOR DIVISION AND AREA GOVERNORS

Initial training must be a minimum of four hours to ensure the officers have a solid foundation to do their jobs. This full-day agenda may be modified to a six-hour or four-hour length. However, these Division and Area Governor training programs must be part of any initial training: *Achieve Success Standards* (Catalog No. 218-A), *Maintain Strong Clubs* (Catalog No. 218-B), *Build New Clubs* (Catalog No. 218-C), *Build a Successful Team* (Catalog No. 218-D). If necessary, *Conduct Quality Contests* (Catalog No. 218-E) can be conducted later, but before speech contests begin.

8:00 a.m. ....	Registration
8:30 a.m. ....	Welcoming Remarks
8:45 a.m. ....	<i>Achieve Success Standards</i>
9:45 a.m. ....	Break
10:00 a.m. ....	<i>Maintain Strong Clubs</i>
11:00 a.m. ....	<i>Build New Clubs</i>
12:00 p.m. ....	Working Lunch *
1:15 p.m. ....	Break
1:30 p.m. ....	<i>Build a Successful Team</i>
2:30 p.m. ....	<i>Conduct Quality Contests</i>
3:30 p.m. ....	Break
3:45 p.m. ....	Self-Assessment*
4:45 p.m. ....	Closing Remarks
5:00 p.m. ....	Adjourn

\* During luncheon, you can cover some other topics related to achieving the District, such as the achieving the District's four critical success factors, the Distinguished District Program goals for Club growth, membership growth, CTMs and ATMs. Toward the end of the training session, the District can conduct a group exercise and distribute the self-assessment tool contained at the end of this section (Part I). Participants can answer the questions and discuss their answers with trainers and peers. This can ensure that trainees have a clearer understanding of the role of the District and their roles in the success of the District and their own success.

Division Governor and Area Governor training is ongoing. Training should be part of every District event, particularly District Executive Committee meetings. Here are some suggestions which can be covered as part of the initial training and ongoing training during the year:

- ▶ **Area Governor Breakout Session.** Area Governors meet together and brainstorm/discuss ideas for achieving Distinguished Area or better.

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- ▶ **Area/Division Goal Setting.** Division Governors meet with Area Governors. Review and discuss strategies for achieving Distinguished Division and Distinguished Area goals.
  - ▶ **District Governor Motivational Session and Overview**
    - District Mission/Goals (Critical Success Factors)
    - Meaning of achieving Distinguished District, Division, Area, Club
    - Criteria for Area Governor/Division Governor of the Year
  - ▶ **Brainstorm Club Leads.** Generate prospect ideas for building new Clubs in communities and corporations so that every Division/Area has a net growth of at least one Club and achieves President's Distinguished Division/Area
  - ▶ **Question & Answer Session.** Open discussion focusing on critical issues related to Distinguished District/Division/Area Programs, helping Clubs increase membership, rebuilding weak Clubs, building Clubs, making Area-Club visits.
  - ▶ **Successful Past Area Governors Panel.** Successful Past Area Governors share experiences and techniques for achieving goals and answer questions from trainees.
  - ▶ **Role Play Club Visits.** Practice making effective, service-oriented visits to Clubs.

## EVALUATION AND FOLLOW-UP

- A. **Self-Assessment Questionnaire** – Toward the end of the training session, distribute the questionnaire on the following pages. Ask participants to complete the questionnaire and take time to discuss responses and answer any other questions or concerns.
- B. **Session Leaders** – Ask the participants to fill out an evaluation form at the end of the entire session. Alter materials as needed based on the feedback you receive.
- C. **District Application** – Evaluate trainees' use of materials. Be sure to follow up with Area and/or Division Governors throughout their term. Keep in mind that learning is a continuous process.
- D. **Refresher Sessions** – Hold formal or informal review sessions as frequently as possible.

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## AREA GOVERNOR AND DIVISION GOVERNOR TRAINING SELF-ASSESSMENT QUESTIONNAIRE

The following questions can help you assess your understanding of your role as a District officer. Answer the questions as best as you can and discuss your answers with your trainers and peers. If you are unsure of the answer to a question, speak with your trainers and/or fellow District officers.

### DISTRICT SUCCESS

Our entire District team's success is measured by its performance in the Distinguished District Program. What are the four goals the District needs to achieve to be successful and be recognized as a Distinguished District?

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### AREA AND DIVISION SUCCESS

What goals must my Area and Division achieve in order to be a President's Distinguished Area or a President's Distinguished Division?

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How will my performance be measured?

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What are my primary responsibilities as an Area Governor or Division Governor?

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Where can I build a Club or help the District identify a prospect for a new Club?

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Where can I get the resources to build a Club in my Area or Division?

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Who is on my Area/Division Council and how often should we meet?

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**CLUB SERVICE AND SUPPORT**

Club success is measured by performance in the Distinguished Club Program (DCP). What are the 10 goals in the DCP?

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How can I help the Clubs in my Area/Division become Distinguished Clubs?

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How do I ensure that the Club officers in my Area/Division attend Club officer training?

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How many Clubs are in my Area/Division?

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How many Club visits must an Area Governor perform and what are the deadlines for making these visits?

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How often should an Area Governor contact Club Presidents?

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What are the names of the Club Presidents in my Area?

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**OTHER**

What are my responsibilities regarding speech contests?

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## Part II: Presentation of the Training Session: Build New Clubs

*PRESENTER: You may wish to open your program with some brief remarks in your own words. But remember, now and throughout the seminar, time is precious and must be carefully controlled.*

### WHY BUILD NEW CLUBS?

How did your Toastmasters Club get started?

Perhaps you are a charter member. If so, then you know Toastmasters Clubs just don't spontaneously appear. Someone — perhaps yourself — saw the need for a new Club and began the chartering process. Strategies were set in motion and a demonstration meeting was held. Once all the requirements had been met, the applications to charter were submitted to World Headquarters.

If you were involved with the chartering process, this session will provide an excellent review and update. If, however, your Club formed months or even years before you became a member, this session will provide you with the information and answers you need to create new Clubs.

SLIDE #1

Let's briefly overview what we will cover in this session:

- ▶ **Determine why we build Clubs.** We'll identify the District Mission and also identify why we want to build more Toastmasters Clubs



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- ▶ **Identify our goal: at least one new Club per Area.** We want to help each Area Governor and Division Governor establish at least one new club per Area.
  - ▶ **Determine minimum Club requirements and club types.** We'll cover the minimum requirements for chartering a club and identify the different kinds of types of clubs, such as corporate clubs, community clubs, and so forth.
  - ▶ **How to look for and create Club building prospects.** We want to teach you to identify places to build clubs, find prospects at those locations and turn those prospects into Clubs.
  - ▶ **How to charter a club.** We'll identify the specific steps you'll need to take to actually charter a club.
  - ▶ **Brainstorm and develop new Club prospects.** At the end of this session, we'll spend a few moments identifying prospects for new Clubs.

## WHY BUILD NEW CLUBS?

SLIDE #2

Two fundamental goals are stated at the beginning of the District Mission: To enhance the performance of Toastmasters Clubs, and to **extend the network of these Clubs**. Extending the Club network is important for a number of reasons, several of which are mentioned within the statement itself. To begin with, an increased number of Clubs means that **a greater number of people will benefit from the Toastmasters educational program**. Organizing new

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Clubs also provides District officers with a **terrific opportunity to develop and extend their own leadership skills**. And, although not specified within the Mission statement, forming new Clubs within communities and corporations is an **excellent way to promote the public's awareness of Toastmasters**.

***PRESENTER:** Spend about five minutes asking the group to share what they have personally gained from joining Toastmasters. In particular, how would they benefit from building new Clubs? For example, encourage participants to describe (1) the excitement and enthusiasm they feel when introducing other to the Toastmasters program and (2) the rewarding experience of helping a new Club grow.*

As we have just discussed, there are many reasons for starting new Clubs. They include:

SLIDE #3

- ▶ **Extending the benefits to greater numbers of people.** Toastmasters changes people's lives! By participating at each meeting, even the shyest individuals can become more self-confident in what they say and how they interact with others.
- ▶ **Offering better communication skills to community members and company employees.** Improved communication between community members goes a long way toward improving the community itself.
- ▶ **An entire range of personal rewards, including:**

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- **Leadership development.** Building a new Club provides an excellent opportunity to use the communication and leadership skills you have developed since joining your own Club.
  - **Contacts.** In addition to forming new friendships, building a new Club gives you the opportunity to make contacts with people who might help with your own career advancement.
  - **Leadership Recognition.** Serving as sponsor or mentor to a new Club can count toward the Advanced Leader award.

Organizing a new Toastmasters Club can be one of the most stimulating and rewarding ways to extend Toastmasters benefits in your District!

So our goal for each and every Area in our District is:

SLIDE #4

- ▶ One New Club per Area

If we have just one new Club in each Area, we all can have a tremendous impact on the lives of people in our community. They, too, can learn, grow and achieve through Toastmasters!

We don't expect you to do it alone and your District officers will provide the support necessary to help you succeed.

So let's get started and look at the minimum requirements for a club.

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## WHAT ARE THE MINIMUM REQUIREMENTS FOR A CLUB?

Now that we've reviewed the benefits a Toastmasters Club provides and our goal for each Area, it's important to know just what constitutes a Toastmasters Club. To begin with,

- ▶ **All Clubs must charter with a minimum of 20 members.** Why the 20 member minimum? Experience has shown that Clubs function best when they have enough members to participate in the many meeting roles. Clubs with 20 or more members also have a larger pool of talent.
  
- ▶ **Of the minimum 20 members, at least 17 of those members cannot belong to another Toastmasters Club.** In other words, at least 17 members must be non-dual members. One exception exists to this rule: If an advanced Club is being organized, dual membership is usually a prerequisite, and the 20 or more charter members **must** already belong to another Toastmasters Club.

What if a Club charters with considerably more than 20 members? Maximum membership levels do not exist, but 40 is the suggested limit, since members of larger Clubs sometimes have fewer chances to participate. If 40 or more people are interested, consider forming two Clubs!

- ▶ Once the Club charters, it must meet the following minimum requirements:
  - hold at least 12 meetings a year,
  - have members give oral speeches, and
  - give and receive oral evaluations.

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Speeches and speech evaluations are the basis of Toastmasters Clubs. The 12-meetings-a-year standard is required, but weekly meetings are strongly encouraged since they create more opportunities for educational growth and reinforcement of that growth.

## WHAT TYPES OF CLUBS ARE OUT THERE?

SLIDE #6

Approximately half of all Toastmasters Clubs are company based. Of the remaining number, some are affiliated with government agencies, but the majority depend on community members and their support. Whatever the membership source, all Toastmasters Clubs are begun by people who recognize that Toastmasters offers the most effective, cost-efficient form of communication training available.

We group Clubs into two categories: community and corporate. Also, Clubs may be either open or closed.

**Community Clubs.** Community Clubs are those meeting in the community and do not have corporate affiliations. For example, many community Clubs meet in restaurants and community rooms (such as school rooms or rooms in libraries generally available for use by community groups). These Clubs are usually open to all interested individuals over the age of 18. However, a few are restricted to residents of a particular community or to people sharing a special interest.

**Corporate Clubs.** In many instances a company will wish to sponsor a Toastmasters Club for its employees. These Club meetings are held on company

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premises and most operate during business hours or at lunch time. Sometimes, these Clubs are usually open only to employees since companies often pay for dues and supplies and because these Clubs meet on company premises.

**Open Clubs.** Membership in these Clubs is open to people age 18 years or older, subject to a vote of the Club membership. Most community Clubs are open Clubs.

**Closed Clubs.** Membership is restricted in these Clubs. Most corporate Clubs are closed Clubs. Since many companies do not want non-employees on the premises, the bylaws of these Clubs typically limit membership to employees only. Membership in any Club is never restricted because of race, color, creed, gender, national or ethnic origin, sexual orientation, or physical or mental disability. In fact, some “non-traditional markets” may be very good sources for new club opportunities.

Our District already supports a number of Toastmasters Clubs. Does that mean that we are meeting the needs of our potential membership? Absolutely not!

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## LOOK FOR AND CREATE CLUB BUILDING OPPORTUNITIES

*PRESENTER: Take a few minutes to ask for responses to the following questions:*

- ▶ *Do most of the Clubs in your Area/Division meet in the mornings, or are there more evening Clubs?*
- ▶ *How many of these Clubs meet on weekends instead of during the week?*
- ▶ *How many are community Clubs? How many are corporate Clubs? Do any large companies exist within your Area/Division that don't sponsor a Club?*

Thousands of community and corporate Toastmasters Clubs exist throughout the world. Still, only a fraction of Toastmasters International's *potential* membership is being reached. Why? People who stand to benefit from Toastmasters training tend to lead busy and demanding lives. Although these potential Toastmasters may be interested in visiting a Club, they will be unlikely to attend if there aren't enough convenient meeting times and locations to choose from.

### PROSPECTING FOR NEW CLUBS

SLIDE #7

You can *create opportunities* for these potential Toastmasters by determining where your Area or Division needs to build new Clubs. Here are some ways to begin "prospecting" for Clubs:

- ▶ **Find out about the Clubs that already meet in your Area or Division.**  
How many are community Clubs? How many of the Clubs are company based? Are the company based Clubs open to community members? Do



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the different Clubs meet at a variety of times? Do they tend to meet primarily in the morning — or only in the evening? How many Clubs meet during the week? On the weekend?

- ▶ **Target communities in your Area or Division that are large enough to support a Toastmasters Club.** Use a map to diagram which neighborhoods already support a Toastmasters Club. Every community with 10,000 people or more should have a Toastmasters Club. Are there any communities which are large enough to support a Club — but don't? Let these communities know what they are missing by holding some well-advertised Area and Division events within their boundaries.
- ▶ **Convince major corporations or other large organizations within your Area or Division to form new Clubs.** Corporations with 150 or more employees are excellent prospects. Once companies are aware of the benefits, many are willing to assume an active role in sponsoring a Club. Be sure to always have the approval of appropriate officials or executives before establishing a new Club; their support can be invaluable.
- ▶ **Follow up on leads.** Every day World Headquarters receives inquiries from communities and corporations about establishing new Clubs. These inquiries are sent to District Governors for follow-up at the District and Area level and can provide excellent leads for anyone interested in Club building.

Finally, don't forget that "over 40" Clubs are an excellent source for new Clubs. Clubs that have grown to 40 members or more are undeniably popular. Because of their increased populations, however, such Clubs are less likely to

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provide members with enough opportunities to give speeches. Splitting one Club into two Clubs can often be the answer, as long as

- ▶ a consensus is reached by the original members of the existing Club, and
- ▶ the “stronger” members of the Club are evenly distributed between the two new groups.

## DEVELOP YOUR LEADS

SLIDE #8

Once you know where new Clubs need to be built, it’s time to go into action.

- ▶ **Coordinate with your LGM.** Notify and work with your Lt. Governor Marketing. Your District’s Lt. Governor Marketing is ready, willing, and able to help coordinate the efforts of all who will help organize a new Club.
- ▶ **Ask for help from an experienced Club builder.** Someone who has helped build a Club can be a valuable resource in both prospecting and in conducting demo meetings.
- ▶ **Identify and work with a reliable contact person.** Make sure that your initial community or company contact has some influence and is in a position to support the formation of a Club.
- ▶ **Be positive!** An energized, confident attitude is an immediate confirmation of the value of Toastmasters. Be decisive rather than tentative – this is not the time to give the impression that you are merely “testing the waters”!

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- If you are helping build a company Club, emphasize the many ways that Toastmasters training will benefit the company.
  - If a community Club is your goal, show others how efficient and focused your Toastmasters experience has made you by resolving, in advance, matters such as meeting time and location.
  - ▶ **Be professional.** Plan your presentation carefully, making sure to have all necessary information at hand. Consider your audience, then choose materials from the Publicity Pack (Catalog No. 1153) that will have the most impact.
  - ▶ **Set a time for the demonstration meeting.** Work with a core group in the sponsoring company or community. If the company or core group of individuals is interested, don't break up the contact meeting until a definite date is determined for a full demonstration meeting.

## **HOLD A DYNAMIC DEMONSTRATION MEETING!**

SLIDE #9

Finally — after all your careful groundwork — the day of the demonstration meeting is close at hand. Remember, a good demonstration meeting gets people moving, but a poor meeting turns them off. For a greater guarantee of success:

- ▶ **Try to get at least 30 people or more to attend the demo meeting.** The more people in attendance, the more likely the Club will charter quickly by meeting the “20-plus” membership requirement. For instance: If 30 people attend the demonstration meeting and only 75 percent commit to

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join, that means 22 people will be ready to become members — and the Club can charter right away!

- ▶ **Put on a quality program.** Use the talents of experienced Toastmasters to assist you. Your New Club Demonstration Team can help present a demonstration meeting that emphasizes the fun and the educational benefits of belonging to a Toastmasters Club. Here's another way to add interest and quality to the demonstration meeting: Show the 12-minute video tape, "Everybody's Talking About Toastmasters," which gives a quick overview of the dynamics of a Toastmasters meeting and features a number of enthusiastic testimonials.
  
- ▶ **Encourage commitment.** Before adjourning the meeting, be sure that
  - dues are collected, and
  - the time and place of the next meeting is announced.

Prospective members are more likely to feel a sense of ownership once they make a financial investment and plan for the next meeting date.

- ▶ **Submit the charter fee as soon as possible.** The sooner the charter fee is submitted, the sooner Club members will receive their training materials and be able to participate in the Communication and Leadership Program.
  
- ▶ **Assign Club mentors.** Just as new members need mentors, new Clubs also benefit from mentor guidance. Make sure each fledgling Club gets off

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to a good start by having at least one experienced Toastmaster join and oversee meetings for six months to a year.

## HELPFUL HINTS

SLIDE #10

“How to Build a Toastmasters Club” (Supply Catalog No. 121) provides a step-by-step approach to Club building. In addition, here are some “helpful hints” on how to keep the momentum going, once you have begun the motions of starting a Toastmasters Club. The “How to Build a Toastmasters Club” manual and all charter application forms are available at [www.toastmasters.org](http://www.toastmasters.org).

- ▶ **Move fast!** Do not delay at any stage of the Club formation process.
- ▶ **Close the sale.** At the conclusion of the demonstration meeting, arrange for enough money to cover the charter fee, then set up that second meeting.
- ▶ **Urge new Clubs to charge members enough money to cover new supplies and equipment** such as a lectern and a personalized Club banner. Once the application form and charter fee have been received, an initial charter kit is sent that contains basic Club materials. When the Club receives its charter from Toastmasters International, a second charter kit is sent with additional materials. Items such as a lectern and banner, however — as well as engraved officer badges, membership pins, a guest book, adhesive guest badges and award ribbons — are not included with either kit but are recommended, as they help Clubs look and feel professional. Also remind new Clubs that, from time to time, sufficient funds will be needed to replenish certain supplies such as the ballots and brief evaluations forms. Also, if you

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are chartering a Club in August/September or in February/March, collect dues for the charter and for the prorated dues the Club will pay during the October or April semiannual period.

- ▶ **Distribute Toastmasters International promotional material to the prospective members.** The New Club Information Kit contains a number of promotional brochures; if you need more, just contact the Membership and Club Extension Department at World Headquarters.
- ▶ **Keep District officers informed of your progress.** Never hesitate to consult with District officers or with the Membership and Club Extension Department at World Headquarters if you have any questions.

In order to successfully organize a new Club, it's necessary to know the procedure for chartering a Club. The chartering process begins when you ask World Headquarters to send an Information Kit to help charter a Club. Here is a brief overview.

## **FROM CHARTERING TO CHARTER PRESENTATION**

As soon as Toastmasters International's Membership and Club Extension Department at World Headquarters receives the request, it sends a New Club Information Kit, which consists of helpful Toastmasters brochures and an Application to Organize. Once the Application to Organize is completed and returned, the Club receives Charter Kit #1. As soon as the Membership and Club Extension Department receives the additional forms located in the appendix of "How to Build a Toastmasters Club," charter fee, and membership fees, it issues a charter, Club number, and Charter Kit #2 to the Club.

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*PRESENTER: Distribute handout, "Procedure for Chartering a Toastmasters Club."*

NEW CLUBS  
HANDOUT

Let's go over the necessary steps for chartering a new Club.

SLIDE #11,12,13

1. Call or send a request to Toastmasters International's Membership and Club Extension Department for a New Club Information Kit — or check with your District Governor or Lieutenant Governor Marketing, since these officers often have New Club Information kits readily available. The kit contains all the forms needed to charter a Club. The "How to Build a Toastmasters Club" manual and all charter application forms are available at [www.toastmasters.org](http://www.toastmasters.org).
2. Complete the "Application to Organize" as soon as possible. Send two copies to the District Governor and two copies to World Headquarters. The \$95 charter fee should be paid at this time so the Club may receive materials to get started.
3. Meanwhile, contact the District Governor or Lieutenant Governor Marketing and ask for a New Club Demonstration Team to assist in presenting
  - an organizational meeting, and
  - a demonstration of the Club program during that meeting.
4. Hold the organizational meeting. Present the Toastmasters Club program, answer questions, and distribute brochures. Complete a charter



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membership list as members join, and collect dues. DO NOT USE MEMBERSHIP APPLICATIONS (FORM 400).

5. Begin regular meetings based on the Toastmasters Club program found on pages 16-21 in "How to Build A Toastmasters Club."
6. Adopt the Constitution and Bylaws for Toastmasters Clubs as soon as a minimum of 20 members is established. (Except in the case of advanced Clubs, at least 17 should be non-dual members.) Elect permanent officers and apply for issuance of a charter by submitting charter forms Parts A-E (found in "How to Build a Toastmasters Club") and remittance.
7. Plan the charter presentation meeting, confirming the date and location with your District Governor. Be sure to allow six to eight weeks after submission of forms and remittance to receive confirmation of the Club's charter and charter number. Guidelines for the charter presentation meeting are included in the manual "How to Build a Toastmasters Club."
8. Hold the charter presentation meeting.

The "Planning Your Charter Presentation" section of "How to Build a Toastmasters Club" provides helpful information for planning and presenting the charter presentation meeting. This meeting should, above all, recognize and celebrate the achievements of the charter members who, through their combined efforts, have built a Club from scratch!

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***PRESENTER:** Briefly review the District Mission (SLIDE #2). Depending on the amount of time left in the session, you may wish to ask for audience participation while reviewing some of the reasons for building new Clubs.*

RETURN TO  
SLIDE #2

At the beginning of this training session, we discussed the reasons behind building new Clubs. We now know that one of the fundamental goals stated in the District Mission is to extend the network of Toastmasters Clubs. We also know that extending the network of Toastmasters Clubs is important for a number of reasons, among them:

- ▶ to give a greater number of people the opportunity to benefit from the Toastmasters educational program;
- ▶ to develop and extend the leadership skills of those who are already Toastmasters; and
- ▶ to promote the public's awareness of Toastmasters.

Now that we understand the reasons for building new Clubs, let's move on to an exercise that will help us develop ideas for new Club prospects.

## Brainstorming Exercise: How to Develop Club Prospects

- PRESENTER:** Conduct a brainstorming exercise.
- PURPOSE:** To have participants generate ideas for developing new Club prospects.
- MATERIALS:** SLIDE #14, a flip chart, and pens.
- TIME:** 15 minutes
- PROCESS:**
1. Have participants whose Areas or Divisions are located in close proximity to each other form small groups of three or four.
  2. Use the overhead to guide the exercise.
  3. Give each group 10 minutes to brainstorm the following points:
    - ▶ Where they can start a Club in their Area or Division?
    - ▶ Who would they contact to start a Club?
    - ▶ How can the District help?
  4. Have a few groups, in two minutes or less, share their strategies for developing Clubs in their Area or Division.
  5. Record their responses on the flip chart.
  6. Collect flip chart pages and give them to the Lt. Governor Marketing.

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Building a new Club is one of the most rewarding Toastmasters activities of all. Not only are you developing your own leadership skills, but you are also bringing the Toastmasters program to others, who — with your inspiration and example — will continue the favor to still greater numbers of people! On both counts, then, you are fulfilling the District mission by extending the Toastmasters program and encouraging excellence in leadership.

Building new Clubs also brings recognition to your Area and Division. Areas that have a net growth of one Club and complete all other requirements of the Distinguished Area Program will be recognized with Toastmasters International's highest honor for an Area: the President's Distinguished Area Award. Divisions that have a net growth of one Club and complete all other requirements of the Distinguished Division Program will be recognized with Toastmasters International's highest honor for a Division: the President's Distinguished Division Award.

But the benefits can reverberate even further than District level. Through the efforts of dynamic District leaders such as yourself, Toastmasters International comes closer to its goal of making worldwide communication a reality.

Right now, make a commitment toward improving the lives of others, as well as enhancing your own skills. I encourage each of you to set a goal of starting at least one new Club this year. The future of worldwide communication is up to **you!**

SLIDE #15

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# Part III: Visual Aids

Slides on the following pages are designed specifically for the presenter who will be conducting the training session. These slides are available in a PowerPoint file at [www.toastmasters.org](http://www.toastmasters.org). If a laptop computer and datascreen projector are not available, slide copy may be used to make transparencies for an overhead projector, or they can be copied onto a flip chart.

Each page is designated as an overhead by a number that corresponds with the training outline (SLIDE #1, SLIDE #2, etc.).

## TIPS ON USE:

1. Show the slide while you are talking about it. Turn off the slide when you want attention directed back to you. Your audience cannot concentrate on both at the same time.
  2. Be sure that everyone in the audience can clearly see the slides. Visibility to the people at the rear of the room is your guide.
  3. Talk to the audience, not to the slide. Maintain eye contact even when your listeners are looking at the slide. This will help you judge their understanding of it.
  4. Don't overdo it. You need not discuss every point on the slide.
  5. Rehearse. Nothing is more important than adequate preparation. Know how and when you will use the slide, then practice until you can use it smoothly. Anticipate all possible problems, especially when audiovisual equipment is involved.
  6. Remember . . . Be as professional as possible.
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# Session Objectives



- ▶ **Determine why we build Clubs**
- ▶ **Identify our goal: one new Club per Area**
- ▶ **Determine minimum Club requirements and Club types**
- ▶ **How to look for and create Club building opportunities**
- ▶ **How to charter a Club**
- ▶ **Brainstorm and develop new Club prospects**

# The 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 goals 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.



# Why Build New Clubs?



- ▶ **More people receive life-changing Toastmasters benefits**
- ▶ **Better communication skills for**
  - **community members**
  - **company workers**
- ▶ **Personal rewards**
  - **leadership development**
  - **new contacts**
  - **Advanced Leader Award**

# Goal



**One New Club  
Per Area!**

# Minimum Requirements for Clubs



- ▶ **Minimum 20 members**
- ▶ **17 must be non-dual members  
(except for advanced Clubs)**
- ▶ **At least 12 meetings a year**
- ▶ **Members give speeches**
- ▶ **Members evaluate each other**

# Types of Clubs



- ▶ **Community Clubs**
- ▶ **Company Clubs**
  - **corporations**
  - **government agencies**
  - **other organizations**
- ▶ **Open Clubs**
- ▶ **Closed Clubs**

# Prospecting for New Clubs



- ▶ **Research current Clubs**
- ▶ **Target communities with 10,000 or more people**
- ▶ **Pursue major corporations with 150 or more employees**
- ▶ **Follow up on leads**

# Develop Your Leads



- ▶ **Coordinate efforts with LGM**
- ▶ **Ask for help from an experienced Club-builder**
- ▶ **Find good contacts**
- ▶ **Be positive**
- ▶ **Be professional**
- ▶ **Set demonstration meeting time**

# Hold Dynamic Demo Meetings



- ▶ Invite as many member prospects as possible (at least 30)
- ▶ Put on quality program, using experienced Toastmasters
- ▶ Ask for commitment
- ▶ Submit charter fee ASAP
- ▶ Assign Club mentors

# Helpful Hints



- ▶ **Move fast**
- ▶ **Close the sale**
- ▶ **Urge Clubs to charge members enough to cover**
  - **supplies**
  - **equipment**
- ▶ **Distribute TI promotional items**
- ▶ **Inform District of your progress**



# How to Charter a Toastmasters Club



- 1. Write WHQ for New Club Kit or go online to [www.toastmasters.org](http://www.toastmasters.org)**
- 2. Complete Application to Organize.**
- 3. Conduct a Club demonstration.**

# How to Charter a Toastmasters Club



## 4. Hold organizational meeting:

- present Toastmasters program
- answer questions
- distribute materials
- complete charter membership list
- collect dues.

# How to Charter a Toastmasters Club



**5. Meet regularly.**

**6. Adopt Constitution and Bylaws.**

**7. Plan charter meeting.**

# Develop Club Prospects



## **BRAINSTORMING EXERCISE**

- ▶ **Where can you start a Club?**
- ▶ **Who will you contact to start a Club?**
- ▶ **How can the District help?**

# **Make a Commitment Now!**



**How many Club prospects will  
you develop?**

**How many Clubs will  
you build?**

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## Part IV: Handout Copy

The handouts that follow may be reproduced for distribution to training session participants. Make certain you accurately project the number of attendees so you won't run short of material.

If you wish, feel free to revise the material to suit your own style.

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# From Chartering to Charter Presentation

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Follow these eight easy steps to organize and charter a new Toastmasters Club:

1. Go online to [www.toastmasters.org](http://www.toastmasters.org), call the Marketing Department of World Headquarters at (949) 858-8255, or send an e-mail to [clubs@toastmasters.org](mailto:clubs@toastmasters.org) and ask for a New Club Information Kit. Included with the kit is a copy of the "How to Build a Toastmasters Club" manual, which contains an "Application to Organize a Toastmasters Club". (You may also wish to check with your District Governor or Lieutenant Governor Marketing, since these officers often have New Club Information Kits and forms readily available.) The "How to Build a Toastmasters Club" manual and all charter application forms are available at [www.toastmasters.org](http://www.toastmasters.org).
2. Complete the "Application to Organize" as soon as possible. Send two copies to the District Governor and two copies to World Headquarters. The \$95.00 Charter Fee should be paid at this time so that the Club may receive Club and member materials to get started.
3. In the meantime, contact the District Governor to arrange for a New Club Demonstration Team to assist in presenting (a) an organizational meeting and (b) demonstration of the Club program during that meeting.
4. Hold the organizational meeting. Present the Toastmasters Club program, answer questions, and distribute materials. Complete the charter membership list (Part B) as members join and collect dues. **DO NOT USE MEMBERSHIP APPLICATIONS (FORM 400).**
5. Begin regular meetings based on the Toastmasters Club program found in "How to Build A Toastmasters Club," included with the New Club Information Kit.
6. As soon as a minimum of 20 members is established (17 minimum non-dual members, except in the case of advanced Clubs), adopt the Constitution and Bylaws for Toastmasters Clubs. Elect permanent officers and apply for issuance of a charter by submitting charter forms Part A-E (found in the appendix of "How to Build a Toastmasters Club") and remittance.
7. Plan the charter presentation meeting, confirming date and location selected with the District Governor. Allow six to eight weeks after submission of forms and remittance to receive confirmation of charter and charter (Club) number. Guidelines for the charter presentation meeting are included in the Charter Forms Kit.
8. Hold the charter presentation meeting.