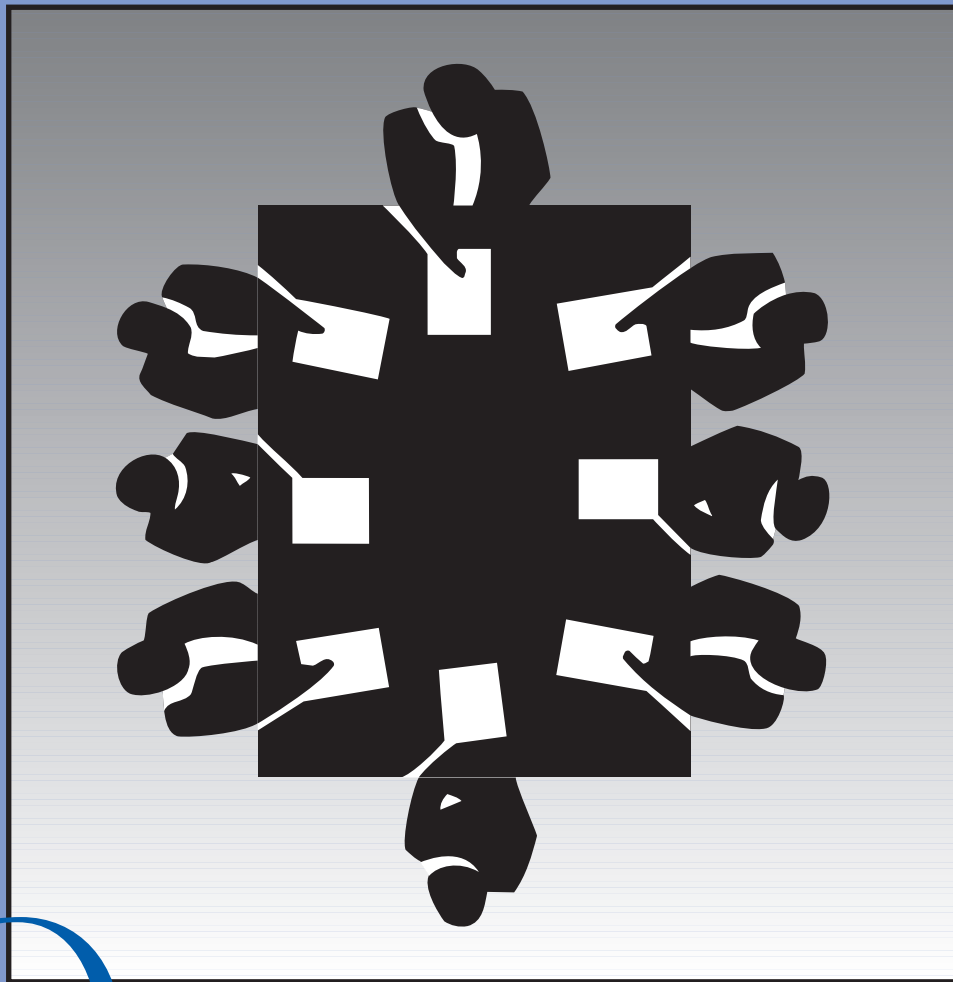


TOASTMASTERS INTERNATIONAL®



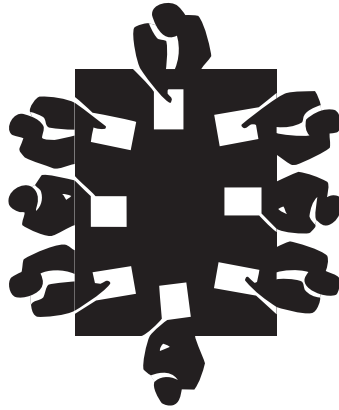
Distinguished Area & Division Programs



2 0 0 4 - 2 0 0 5

PERFORMANCE PLANS

TOASTMASTERS INTERNATIONAL®



Distinguished Area & Division Programs

Performance Plans

2004 - 2005



Toastmasters International®

P.O. Box 9052

Mission Viejo, California 92690 U.S.A.

(949) 858-8255 ■ FAX: (949) 858-1207

www.toastmasters.org

Revised 2004

Printed in U.S.A.

Catalog No. 1481

© 2004 Toastmasters International. All rights reserved, including the right to reproduce all or any part of this publication in any form without written permission from World Headquarters. Toastmasters International, The Toastmaster, and the Toastmasters International emblem are trademarks of Toastmasters International registered in the United States, Canada, and many other countries.



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 and membership goals.
- Insuring that each Club effectively fulfills its responsibilities to its members.
- Providing effective training and leadership opportunities for Club and District officers.

Toastmasters International Vision

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member Clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

THE DISTINGUISHED AREA AND DISTINGUISHED DIVISION PROGRAMS

The Mission of the District is to enhance the performance and extend the network of Toastmasters Clubs. By doing this, a District helps more people obtain the benefits of the Toastmasters educational program.

Districts are established by Toastmasters International to serve and help Clubs. A Club with excellent programming, a supportive environment, and 20 or more members is a place where people can learn life-changing skills. Districts are also in the business of establishing new Clubs so even more people can reach their full potential through Toastmasters.

Area Governors and Division Governors are key to achieving the District Mission and serving Clubs. A successful Area or Division has successful Clubs with excellent educational programming and growing membership. In fact, an Area Governor's or Division Governor's most important job is ensuring the success of the Clubs in his or her Area/Division. *The Distinguished Area and Division Programs recognize those Areas and Divisions which plan, set goals, and achieve success.*

Achieving a recognition of Distinguished Area or better is a standard all Area Governors must strive to achieve. An Area can earn the designation "Distinguished Area," "Select Distinguished Area," or "President's Distinguished Area" if it:

Meets Minimum Goals for Membership and Educational Achievements - Goals are set for each Area in the achievement categories of October semiannual reports submitted on time, April semiannual reports submitted on time, Competent Toastmaster Awards (CTMs), Advanced Toastmaster Awards (ATMs), and Distinguished Clubs. An Area which achieves its goals in four of these five critical categories will be honored as a "Distinguished Area."

Goals also are set in the category of Area Report of Club Visit Forms submitted on time and in the category of Clubs at 20-plus membership. An Area which meets all five of its minimum membership and educational goals and also meets its goals for submission of Area Report of Club Visit Forms and Distinguished Clubs will earn the designation of "Select Distinguished Area."

A goal is also set for Club growth. Areas that achieve all the goals above and achieve a net growth of one Club will earn the high honor of "President's Distinguished Area."

A Division can earn the designation "Distinguished Division," "Select Distinguished Division," or "President's Distinguished Division" if it:

Meets Minimum Goals for Club Growth and for the Number of Distinguished Areas in the Division - Goals are set for each

Division in the category of Club Growth and in the category of Distinguished Areas. A Division that has no net Club loss and has at least 50 percent of its Areas achieve Distinguished Area (or better) will be recognized as a "Distinguished Division." A Division that has no net Club loss and has 75 percent of its Areas become Distinguished (or better) will earn the designation, "Select Distinguished Division." If a Division has 75 percent of its Areas become Distinguished and has a net gain of one Club, then it will receive the high honor of "President's Distinguished Division."

Plan for Success - Developing a Performance Plan can help. Area Governors should develop an *Area Performance Plan* and Division Governors should develop a *Division Performance Plan*. These plans can help Areas and Divisions evaluate current situations, establish specific goals, and develop strategies that can be used to achieve success.

Track Progress - A computerized reporting system called the Distinguished Division/Area report is provided to Division and Area Governors. The report indicates Distinguished Area Program goals for each Area and Distinguished Division Program goals for each Division. It also shows progress toward achieving those goals. Area Governors and Division Governors also receive a Distinguished Club Program Report so they can keep track of Clubs' efforts to become Distinguished Clubs.

Using This Program Brochure - Use this program brochure as a reference during the year. It provides information you need to know about the following:

- Distinguished Area Program
- Distinguished Division Program
- Distinguished Division/Area Report
- Developing a Performance Plan

In addition, attend District Officer training and don't hesitate to ask your top District Officers for help if you need it.

Sharing the Benefits of Toastmasters - Achieving goals and receiving recognition in the Distinguished Area and Division Programs means the Clubs in your Area or Division are doing things right and meeting member needs. This signifies that you are an important contributor to your District's success. Most important, achieving recognition in these programs means that the Toastmasters in your Area or Division are reaping the life-changing benefits of the Toastmasters Program.

THE DISTINGUISHED AREA PROGRAM

Participating in the Distinguished Area Program

Every Area containing three or more Clubs in its **CLUB BASE** is automatically considered in the program. An Area's **CLUB BASE** is the total number of Clubs which submitted a complete April 2004 membership dues renewal **PLUS** any Clubs chartered from April 1 through June 30, 2004. An Area with 1 or 2 Clubs in its **CLUB BASE** is ineligible for inclusion in the Distinguished Area Program.

When Does the Program Begin and End?

The program begins on July 1, 2004, and ends on June 30, 2005.

Achieving Distinguished Area, Select Distinguished Area, and President's Distinguished Area Recognition

PROGRAM GOALS AND GOAL CALCULATIONS

Minimum Area Goals will be established for the year, based upon the number of Clubs assigned to your Area. These minimum goals will be printed on the Distinguished Division/Area Report mailed to Area Governors in early October (an explanation of the report is included in this brochure). Monthly reports also are available on the Toastmasters International website at www.toastmasters.org. All goals are calculated using an Area's **CLUB BASE**. All goals in the Distinguished Area Program that do not result in a whole number are rounded down to the next whole number.

Let's examine the goals your Area needs to achieve to become a "Distinguished Area," "Select Distinguished Area," or "President's Distinguished Area."

DISTINGUISHED AREA

To become a Distinguished Area, four of the five following goals must be achieved:

Goal #1 - 75 percent of Club October membership dues renewals submitted on time: For a Club's October membership dues renewal to be on time it must be complete and it must be received at World Headquarters no later than 5 p.m. PT, November 15, 2004. A complete membership dues renewal includes a Club membership renewal invoice and roster, and dues payment. (Goal calculation: CLUB BASE X .75, rounded down; For example, an Area with a CLUB BASE of 7 must have 5 Clubs' October membership dues renewals received at World Headquarters by November 15.)

Goal #2 - 75 percent of Club April membership dues renewals submitted on time: For a Club's April membership dues renewal to

be on time it must be complete and it must be received at World Headquarters no later than 5 p.m. PT, May 15, 2005. (Goal calculation: CLUB BASE X .75, rounded down; For example, an Area with a CLUB BASE of 7 must have 5 Clubs' April membership dues renewals received at World Headquarters by May 15.)

Goal #3 - Average of 1.75 CTMs awarded per Club by June 30:

CTM applications must be postmarked on or before June 30, 2005, and received at World Headquarters no later than 5 p.m. PT, July 7, 2005. (Goal calculation: CLUB BASE X 1.75, rounded down; For example, an Area with a CLUB BASE of 7 must have 12 CTMs by June 30.)

Goal #4 - Average of 1 ATM for every two Clubs by June 30:

ATM applications must be postmarked on or before June 30, 2005, and received at World Headquarters no later than 5 p.m. PT, July 7, 2005. (Goal calculation: CLUB BASE X .5, rounded down; For example, an Area with a CLUB BASE of 7 must have 3 ATMs by June 30.)

Goal #5 - 60 percent of Area Clubs achieve Distinguished Club:

Sixty percent of Area Clubs must achieve Distinguished Club or better (this includes Select Distinguished Club and President's Distinguished Club) for the 2004-05 program year. Please see the Distinguished Club Program brochure (Catalog No. 1111) for program criteria. A copy is included in the Area Governor Kit distributed by Districts to Area Governors. (Goal calculation: CLUB BASE X .60, rounded down; For example, an Area with a CLUB BASE of 7 must have 4 Clubs achieve Distinguished Club or better by June 30.)

SELECT DISTINGUISHED AREA

To become a Select Distinguished Area, an Area must achieve all five goals listed under Distinguished Area and all of the following three goals:

Goal #6 - Submission of 80 percent of Area Report of Club Visit Forms, first round:

Area Governors should send the forms from their first round of visits to the District Governor no later than October 30. District Governors must then submit these forms to World Headquarters. Area Report of Club Visit Forms must be postmarked on or before November 30, 2004, and received at World Headquarters no later than 5 p.m. PT, December 10, 2004. (Goal calculation: CLUB BASE X .80, rounded down; For example, an Area with a CLUB BASE of 7 must have 5 Area Report of Club Visit Forms submitted by the deadline.)

Goal #7 - Submission of 80 percent of Area Report of Club Visit Forms, second round:

Area Governors should send the forms from their second round of visits to the District Governor no later than April 30. District Governors must then submit these forms to World Headquarters. Area Report of Club Visit Forms must be postmarked on or before May 31, 2005, and received at World Headquarters no later than 5 p.m. PT, June 10, 2005. (Goal calculation: CLUB BASE X .80, rounded down; For example, an Area with a CLUB BASE of 7, must have 5 Area Report of Club Visits submitted by the deadline.)

Goal # 8 - 60 percent of Area Clubs at 20-plus membership by

June 30: Sixty percent of Area Clubs must have 20 or more paid members at June 30, 2005. Total paid members for a Club at June 30 equals the number of Club members who paid April 2005 membership dues renewals plus the number of new members who joined the Club between April 1 and June 30, 2005. To receive credit, April membership dues renewals or new member payments must be accompanied by the appropriate forms, postmarked on or before June 30, 2005, and received at World Headquarters on or before 5 p.m. PT, July 7, 2005. Members transferring into a Club are not included in that Club's paid membership total until they have paid dues to that Club. (Goal calculation: CLUB BASE X .60, rounded down; For example, an Area with a CLUB BASE of 7 must have 4 Clubs with 20 or more members on June 30.)

PRESIDENT'S DISTINGUISHED AREA

To become a President's Distinguished Area, an Area must achieve all eight goals required for Select Distinguished Area and:

Goal #9 - Net growth of one Club: At the end of the program year, an Area must have a total of at least one more paid Club compared to the number of Clubs in its CLUB BASE. For a Club to be counted as paid, its April 2004 dues renewal must be complete and it must be postmarked on or before June 30, 2005, and received at World Headquarters no later than 5 p.m. PT, July 7, 2005. A complete semiannual report includes a semiannual report form, membership list, and dues payment. A Club is also counted as paid if it charters April 1 through June 30, 2005. (Goal calculation: CLUB BASE plus 1; For example, an Area with a Club base of 7 must have at least 8 paid Clubs by June 30.)

Program Deadlines

No exceptions can be made to any Distinguished Area Program deadlines.

Should an Area Governor Establish Other Goals or Higher Goals Than Those Set By the Distinguished Area Program?

Absolutely. Remember, this program recognizes accomplishment of **MINIMUM** goals.

Most Districts require Area Governors to accomplish other objectives. Read your Area Leadership Handbook (Catalog No. 221) and check with your District leaders to determine all the goals your Area needs to accomplish this year.

Recognition of Distinguished Areas, Select Distinguished Areas, and President's Distinguished Areas

Recognition for Distinguished Area, Select Distinguished Area, or President's Distinguished Area is **provided by Toastmasters International through the District.**

At the conclusion of the program year, World Headquarters sends each District a list of Areas eligible to receive these honors. Each District is also provided with certificates which can be awarded to Distinguished Areas and Select Distinguished Areas. Typically, Districts award these certificates at the first District conference following the end of the program year.

The Distinguished Division/Area Report

The Distinguished Division/Area Report is a computer report which sets the goals for each Area and tracks progress during the year. It is mailed to Area Governors along with the Distinguished Club Program Report in October, January, April, May, and July (for end-of-year results). Also, these reports are posted monthly on the Toastmasters International website at **www.toastmasters.org**.

District Governors, Lieutenant Governors Education and Training, Lieutenant Governors Marketing, and Division Governors receive the report each month. Be sure to check with one of these officers if you want to know more about your Area's progress during the months when you do not receive a report.

A sample of the Distinguished Division/Area Report and a description of how to read the report are included with this brochure.

What is the Area Performance Plan?

The Area Performance Plan is a simple, easy-to-use tool which helps your Area become a "Distinguished Area", "Select Distinguished Area," or "President's Distinguished Area." It helps Area leaders establish goals and outline strategies for goal achievement. The Plan identifies resources your Area may use in its efforts. Finally, it has space for you to write in assignments, develop a timetable, and track accomplishment.

Planning is the hallmark of a successful leader. A well-developed Area Performance plan puts your vision of success into action. It lets Area team members understand what they need to do to accomplish Area goals.

THE DISTINGUISHED DIVISION PROGRAM

Participating in the Distinguished Division Program

Divisions within the Districts of Toastmasters International are eligible to participate in the program. All Divisions must have at least 3 Areas.

When Does the Program Begin and End?

The program begins on July 1, 2004, and ends on June 30, 2005.

Achieving Distinguished Division, Select Distinguished Division, and President's Distinguished Division Recognition

PROGRAM GOALS AND GOAL CALCULATIONS

Minimum Division goals will be established for the year, based upon the number of Clubs assigned to your Division and the number of Areas in your Division. (An Area with 2 or fewer Clubs in its CLUB BASE is not included in goal calculations or results.) These minimum goals will be printed on the Distinguished Division/Area Report mailed monthly to Division Governors beginning in early September (an explanation of the report is included in this brochure). Monthly reports are also available on the Toastmasters International website at www.toastmasters.org.

Let's examine the goals your Division needs to achieve to become a "Distinguished Division," "Select Distinguished Division," or "President's Distinguished Division."

DISTINGUISHED DIVISION

To become a Distinguished Division requires achievement of these two goals:

No net Club loss: The number of paid Clubs in the Division on June 30, 2005, must equal or exceed the Division's CLUB BASE. For a Club to be counted as paid, its April membership dues renewal must be complete and it must be postmarked on or before June 30, 2005, and received at World Headquarters no later than 5 p.m. PT, July 7, 2005. A complete April membership dues renewal includes a Club membership renewal invoice and roster, and dues payment. A Club is also counted as paid if it charters April 1 through June 30, 2005. (Goal calculation: Minimum paid Club goal equals the **CLUB BASE**; For example, a Division with a CLUB BASE of 25 must have at least 25 paid Clubs by June 30. A Division's CLUB BASE is the total number of

Clubs which submitted complete April 2004 membership dues renewals **PLUS** any Clubs chartered from April 1 through June 30, 2004.)

50 percent Distinguished Areas: Fifty percent of the Areas in a Division must achieve Distinguished Area (this includes Select Distinguished Area and President's Distinguished Area). At least half of a Division's Areas must be Distinguished to achieve this goal, so this goal is rounded up to the next whole number. Only Areas with a CLUB BASE of three or more are counted in calculating the goal and goal achievement. See the Distinguished Area section of this brochure for Distinguished Area criteria. (Goal calculation: The number of Areas in the Division multiplied by .50, rounded up to the next whole number; For example, a Division with 7 Areas would need to have at least 4 of its Areas achieve Distinguished Area.)

SELECT DISTINGUISHED DIVISION

To become a Select Distinguished Division requires achievement of these two goals:

No net Club loss: The number of paid Clubs in the Division on June 30, 2005, must equal or exceed the Division's CLUB BASE. For a Club to be counted as paid, its April membership dues renewal must be complete and it must be postmarked on or before June 30, 2005, and received at World Headquarters no later than 5 p.m. PT, July 7, 2005. A complete April membership dues renewal includes a Club membership renewal invoice and roster, and dues payment. A Club is also counted as paid if it charters April 1 through June 30, 2005. (Goal calculation: Minimum paid Club goal equals the **CLUB BASE**; For example, a Division with a CLUB BASE of 25 must have at least 25 paid Clubs by June 30. A Division's CLUB BASE is the total number of Clubs which submitted a complete April 2004 membership dues renewal **PLUS** any Clubs chartered from April 1 through June 30, 2004.)

75 percent Distinguished Areas: Seventy-five percent of the Areas in a Division must achieve Distinguished Area (this includes Select Distinguished Area and President's Distinguished Area). Only Areas with a CLUB BASE of three or more are counted in calculating the goal and goal achievement. See the Distinguished Area section of this brochure for Distinguished Area criteria. (Goal calculation: The number of Areas in the Division multiplied by .75, rounded down; For example, a Division with 7 Areas would need to have at least 5 of its Areas achieve Distinguished Area.)

PRESIDENT'S DISTINGUISHED DIVISION

To become a President's Distinguished Division requires achievement of these two goals:

Net growth of one Club: At the end of the program year, a Division must have a total of at least one more paid Club

compared to the number of Clubs in the Division CLUB BASE. For a Club to be counted as paid, its April membership dues renewal must be complete and it must be postmarked on or before June 30, 2005, and received at World Headquarters no later than 5 p.m. PT, July 7, 2005. A complete membership dues renewal includes a Club membership renewal invoice and roster, and dues payment. A Club is also counted as paid if it charters April 1 through June 30, 2005. (Goal calculation: CLUB BASE plus 1; For example, a Division with a CLUB BASE of 25 must have at least 26 paid Clubs by June 30).

75 percent Distinguished Areas: Seventy-five percent of the Areas in a Division must achieve Distinguished Area (this includes Select Distinguished Area and President's Distinguished Area). Only Areas with a CLUB BASE of three or more are counted in calculating the goal and goal achievement. (Goal calculation: The number of Areas in the Division multiplied by .75, rounded down to the next whole number; For example, a Division with 7 Areas would need to have at least 5 of its Areas achieve Distinguished Area.)

Program Deadlines

No exceptions can be made to any Distinguished Division Program deadline.

Should a Division Governor Establish Other Goals or Higher Goals Than Those Set By the Distinguished Division Program?

Definitely. The Distinguished Division Program recognizes achievement of **MINIMUM** goals.

Strive to have every Area in your Division become a Distinguished Area. Help every Club in your Division become a Distinguished Club. Read your District Leadership Handbook (Catalog No. 222) and consult with your District Governor and Lt. Governors to determine all the goals your Division needs to achieve this year so that your District can become a Distinguished District.

Recognition of Distinguished Divisions, Select Distinguished Divisions, and President's Distinguished Divisions

Recognition for Distinguished Division, Select Distinguished Division, and President's Distinguished Division is **provided by Toastmasters International through the District.**

At the end of the program year, World Headquarters sends each District a list of Divisions eligible to receive these honors. Each District also receives certificates which can be awarded to Distinguished Divisions, Select Distinguished Divisions, and President's Distinguished Divisions. Typically, Districts award these certificates at the first District Conference following the end of the program year.

The Distinguished Division/Area Report

The Distinguished Division/Area Report is an online report which sets the goals and tracks progress for Areas and Divisions. The Distinguished Club Program Report also is available online. Reports are posted on the Toastmasters International website at **www.toastmasters.org**.

The Division Performance Plan

The Division Performance Plan is a simple, user-friendly tool that can help you achieve success in the Distinguished Division Program. It helps Division leaders establish goals and outline strategies for achieving those goals. The plan helps identify resources your Division will use and it has space for you to write in assignments, enter a timetable, and track accomplishments.

A well-developed Division Plan helps put your vision of success into action. It also lets Division team members know what they need to do to accomplish Division goals. It is a guideline describing how everyone will contribute to achieving Distinguished Division, Select Distinguished Division, or President's Distinguished Division.

DISTINGUISHED DIVISION/AREA REPORT

The Distinguished Division/Area Report is part of the Distinguished Division and Distinguished Area Programs. It provides a mechanism by which Districts can track and recognize minimum achievement in factors critical to Area, Division, and ultimately District success.

Goals indicated on this report are only minimum goals. Districts will often set higher goals than those identified in the report.

Districts will also set many other goals which are not covered in this report. Division and Area Governors should maintain frequent and close contact with the top District leadership to help determine all the District goals which are appropriate for each Division and Area.

Distinguished Division/Area Report – Explanation of Headings

AREAS

District: The District number appears at the beginning of the report.

Month Ending: Information in this report is for the period indicated (July 1 through June 30 on this year-end sample report).

Div/Area/Club: Each Club is sorted by Division, Area, and Club number.

Membership Dues Renewal In On Time, October: Complete October dues renewal, including dues payment and Club membership renewal invoice and roster should be received at World Headquarters on or before November 15. A “Y” in this column indicates the semi was received on time. After November 15, “N” will appear in this column if the semi was not received by the deadline.

Membership Dues Renewal In On Time, April: A “Y” appears in this column if a Club’s complete April membership dues renewal has been received at World Headquarters on or before May 15. After May 15, “N” will appear in this column if the semi was not received by the deadline.

CTM: The number of Competent Toastmaster Awards (CTMs) achieved in each Club since July 1 is indicated.

ATM: The number of Advanced Toastmaster Awards (ATMs) achieved in each Club since July 1 is indicated.

DCP: Beginning with the April report, a “Y” appears in this column if a Club achieves Distinguished Club or Select Distinguished Club. On the June 30 report “N” will appear in this column if a Club does not achieve Distinguished Club recognition.

Club Visits Nov: Area Report of Club Visit Forms for the first round of visits should be postmarked on or before November 30 and received at World Headquarters by December 10. A “Y” will appear in this

column if a form has been received by the deadline. After the deadline, “N” will appear in this column if a form has not been received.

Club Visits May: Area Report of Club Visit Forms for the second round of visits should be postmarked on or before May 31 and received at World Headquarters by June 10. A “Y” will appear in this column if a form has been received by the deadline. After the deadline, “N” will appear in this column if a form has not been received.

Membership Renewals + New: This column indicates the membership for each Club for the **current** dues renewal period. The total membership for each Club equals membership dues renewal payments (per capitas) plus new member dues payments (per capitas) for the current membership dues renewal period.

Charter: This designation and the charter date will appear next to Clubs which have been chartered since July 1. These Clubs **ARE NOT** part of the Division or Area **CLUB BASE** and their addition to a Division/Area does not affect the goal calculations. However, any performance by a newly chartered Club during the year will be included as part of the Division and Area performance totals.

AREA TOTALS: Totals are indicated for each column by Area:

DUES RENEWALS IN ON TIME: The totals in these columns show the number of complete dues renewals received by the deadline.

CTM: The number of CTMs achieved to date.

ATM: The number of ATMs achieved to date.

DCP: The total number of Distinguished Clubs in the Area

CLUB VISITS: The totals in these columns show the number of Area Report of Club Visit Forms received by the deadline.

CURRENT DUES PERIOD RENEWALS + NEW: The total number of Clubs currently at 20 or more members.

AREA GOALS: The minimum performance needed to achieve the following goals:

DUES RENEWAL IN ON TIME, OCTOBER GOAL: 75% of October dues renewals must be received at World Headquarters by November 15 (GOAL = .75 x CLUB BASE).

DUES RENEWAL IN ON TIME, APRIL GOAL: 75% of April dues renewals must be received at World Headquarters by May 15 (GOAL = .75 x CLUB BASE).

CTM GOAL: An average of 1.75 CTMs per Club by June 30 (GOAL = 1.75 x CLUB BASE).

ATM GOAL: An average of one ATM for every two Clubs by June 30 (GOAL = .5 x CLUB BASE).

DISTINGUISHED CLUB PROGRAM: 60 percent of Area Clubs must achieve recognition as a Distinguished Club by June 30 (GOAL = .60 x CLUB BASE).

AREA REPORT OF CLUB VISIT FORMS, FIRST ROUND: Area Report of Club Visit Forms for 80% of Clubs must be postmarked by November 30 and received at World Headquarters by December 10 (GOAL = .80 x CLUB BASE).

AREA REPORT OF CLUB VISIT FORMS, SECOND ROUND: Area Report of Club Visit Forms for 80% of Clubs must be postmarked by May 31 and received at World Headquarters by June 10 (GOAL = .80 x CLUB BASE).

MEMBERSHIP GOAL: 60% of Clubs must have 20 or more members at June 30 (GOAL = .60 x CLUB BASE).

All Distinguished Area goal calculations that do not result in a whole number are rounded down to the next whole number.

CLUB BASE AND AREA CLUB GROWTH GOALS/TOTALS:

AREA CLUB BASE: The number of Clubs assigned to an Area which submitted April membership dues renewals for the prior year plus those Clubs which chartered April 1 through June 30 the prior year. The number is used to calculate all Area goals.

PAID CLUB GOAL FOR PRESIDENT'S DISTINGUISHED AREA: An Area must have net growth of one Club (GOAL = CLUB BASE + 1).

TOTAL PAID AREA CLUBS: The total number of Clubs that have submitted complete semiannual reports or chartered April 1 through June 30 of the program year.

ASTERISK (*): An asterisk will appear next to Area totals for DUES RENEWALS IN ON TIME, CTMs, ATMs and Distinguished Clubs when the goal has been achieved. When an asterisk appears next to any four of these five totals on the June 30 report, this indicates a Distinguished Area. When an asterisk appears next to all five totals and next to the totals for November Club Visits, May Club Visits, and Membership Renewals + New on the June 30 report, this indicates a Select Distinguished Area. If an asterisk appears next to all eight totals and also appears next to Total Paid Area Clubs, then this indicates a President's Distinguished Area. If an Area achieves Distinguished, Select, or President's Distinguished Area, this will be indicated at the bottom of the report page.

DIVISIONS

DIVISION CLUB GROWTH: The Division's CLUB BASE, paid Club goals, and paid Clubs are listed under this heading.

DIVISION CLUB BASE: The number of Clubs assigned to a Division which submitted April membership dues renewals for the prior year plus those Clubs which chartered April 1 through June 30 the prior year. This number is used to calculate the Division's Club goal and the Club goal for President's Distinguished Division.

PAID CLUB GOAL JUNE 30: A Division must have no net Club loss in order to be recognized as a Distinguished Division or Select Distinguished Division. The number of paid Clubs in the Division on June 30 must equal or exceed the Division's CLUB BASE. For a Club to be counted as paid, its April membership

dues renewal must be complete and it must be postmarked on or before June 30 and received at World Headquarters no later than 5 p.m. PT, July 7 (GOAL = CLUB BASE).

PRES. DIST. DIV. PAID CLUB GOAL: Net growth of one Club is one of the goals the Division must achieve in order to be recognized as a President's Distinguished Division. At the end of the program year, a Division must have a total of at least one more paid Club compared to the number of Clubs in the Division CLUB BASE (GOAL = CLUB BASE + 1).

TOTAL PAID DIVISION CLUBS: The number of paid Clubs in the Division to date.

DISTINGUISHED AREAS: The number of Areas in the Division, the Division's Distinguished Area goals, and the number of Distinguished Areas in the Division are listed under this heading.

AREAS IN THE DIVISION: The number of Areas in the Division is indicated. Only Areas with three or more Clubs in the Area CLUB BASE are included in the count.

DISTINGUISHED AREA GOAL FOR DISTINGUISHED DIVISION (50%): Fifty percent of the Areas in a Division must achieve Distinguished Area (this includes Select Distinguished Area and President's Distinguished Area). Only Areas with a CLUB BASE of three or more are counted in calculating the goal (GOAL = the number of Areas in the Division multiplied by .50, rounded up to the next whole number).

DISTINGUISHED AREA GOAL FOR SELECT DISTINGUISHED DIVISION (75%): Seventy-five percent of the Areas in a Division must achieve Distinguished Area (this includes Select Distinguished Area and President's Distinguished Area). Only Areas with a CLUB BASE of three or more are counted in calculating the goal (GOAL = the number of Areas in the Division multiplied by .75, rounded down to the next whole number).

TOTAL DISTINGUISHED AREAS: The total number of Distinguished Areas (including Select and President's Distinguished Areas) is indicated.

ASTERISK (*): One asterisk will appear next to Total Paid Division Clubs if this total equals the Paid Club Goal for June 30. Two asterisks will appear next to Total Paid Division Clubs if this total equals or exceeds the President's Distinguished Division Paid Club Goal. Similarly, one asterisk will appear next to Total Distinguished Areas if 50 percent of Areas are Distinguished. Two asterisks will appear next to Total Distinguished Areas if 75 percent of Areas are Distinguished.

A Division is Distinguished when one or two asterisks appear next to Total Paid Division Clubs and one asterisk appears next to Total Distinguished Areas. A Division is Select Distinguished when one asterisk appears next to Total Paid Clubs and two asterisks appear next to Total Distinguished Areas. When two asterisks appear next to Total Paid Division Clubs and two asterisks appear next to Total Distinguished Areas, this indicates a President's Distinguished Division. If a Division achieves Distinguished, Select Distinguished, or President's Distinguished Division, this will be indicated at the bottom of the report page.

DISTINGUISHED DIVISION/AREA REPORT FOR DISTRICT 99
For the period ending June 30

DIVISION B
AREA 24

Club	Club Name	Dues Renewals On Time		CTM	ATM	DCP	Club Visits		Current Dues Period Renewals Plus New	
		October	April				Nov.	May		
1222	City Club	Y	Y	0	0	Y	Y	Y	19	
1470	Deer Country Club	Y	Y	5	3	Y	Y	Y	34	
1530	Smallville Club	N	Y	1	0	N	Y	Y	10	
4096	First Bank Club	Y	Y	0	0	Y	Y	Y	21	
6505	TMI Club	Y	Y	5	0	Y	N	Y	25	
596579	Valley Club	N	Y	2	0	N	N	Y	20	Charter Oct. 30
Area 24 Totals:		4*	6*	13*	3*	4*	4*	6*	4*	
Goals:		3	3	8	2	3	4	4	3	

Area Club Base	5
Paid Club Goal for Pres. Dist. Area	6
Total Paid Area Clubs	6

Congratulations: *President's Distinguished Area*

Division B Club Growth		Division B Distinguished Areas	
Division Club Base	22	Areas in Division	7
Paid Club Goal June 30	22	Distinguished Area Goal for Distinguished Division (50%)	4
Pres. Dist. Div. Paid Club Goal	23	Distinguished Area Goal for Select Distinguished Div. (75%)	5
Total Paid Division Clubs	23**	Total Distinguished Areas	6**

Congratulations: *President's Distinguished Division*

Distinguished Division/Area reports and
Distinguished Club Program reports are available at:
www.toastmasters.org

AREA AND DIVISION PERFORMANCE PLANS

Planning is essential for success. In order to become a Distinguished Area/Division, Select Distinguished Area/Division, or President's Distinguished Area/Division, you need to have a **plan**.

The Performance Plan helps you incorporate four essential elements necessary to achieve your goals – what, how, when, and who. If you determine what should be done, when and how it will be accomplished, along with who is responsible for doing it – then implementation becomes much easier.

The purpose of the plan is to help you and the members of your team begin the year on the right note and:

1. Set specific goals.
2. Establish strategies to achieve goals.
3. Develop a framework to help you carry out your plan and produce results.

Each page of the Performance Plan has the following headings:

Activity: Listed under this heading is a general activity which needs to be addressed in order to become a Distinguished, Select, or President's Distinguished Area/Division. For example, an Area Performance Plan would list CTMs, ATMs, Distinguished Clubs, etc. A Division Performance Plan would list Distinguished Areas, Club growth, etc.

Goal: This needs to be a specific, concrete, measurable statement of what needs to be achieved. For example, a good DCP goal for the Distinguished Area Program would be that the Area have "60 percent of Clubs Distinguished by June 30." A better goal would be one that gives the actual number of Distinguished Clubs needed to achieve the DCP goal on the Distinguished Division/Area Report. A good goal for the Distinguished Division Program would be the number of Distinguished Areas needed to achieve the Distinguished Division Program goal.

Situation Analysis: This describes the current conditions in the Area or Division. For example, an Area Performance Plan might indicate, "Last year, only one Club was a Distinguished Club. The Area needs to have at least four Distinguished Clubs to achieve its goal." A Division Performance Plan might state, "Last year, the Division had only one Distinguished Area. The Division needs five Distinguished Areas to achieve President's Distinguished Division."

Strategy: This describes the methods which will be employed to achieve the goal. For example, if the Area goal is to have 60

percent of its Clubs Distinguished, then the strategy might be to "Get each Club President's commitment to achieve the goals necessary to become a Distinguished Club." If a Division's goal is to have net growth of at least one Club, a strategy might be to "Develop at least five solid new Club leads."

Resources: List here the people, time, materials, and programs necessary to implement strategies and achieve program goals. Enlist the help of Club members. Review the Toastmasters International Supply Catalog for materials which assist Clubs and ultimately help achieve program goals.

Assignment: This is the person or people who will be responsible for making sure that actions necessary to accomplish the goal are completed.

Timetable: A place is provided to list when each strategy will start and when it is scheduled to be completed. Space is also provided to indicate actual accomplishment.

Tailor Your Plan for Success

Area and Division Governors should work together to develop plans which help achieve Area, Division, and ultimately District goals. Included in this section is a sample Area Performance Plan and a sample Division Performance Plan. The first few pages of each plan include program goals along with sample strategies, resources, and assignments. Feel free to add goals and develop strategies that will work in your Area or Division.

Blank pages with headings also are included so you can construct a plan which meets the needs of your Area or Division. Photocopy these blank pages and use them to help develop a plan for achieving goals which your District may require.

Promote the Distinguished Club program continuously. Not only is it a Distinguished Area and Distinguished District Program goal, it is an extremely effective tool for motivating Club achievement. The Distinguished Club Program can form the foundation for a healthy Club.

Planning is a team effort. Encourage input and cooperation from Clubs and members of the Area/Division team.

Your Area or Division Performance plan is key to becoming a Distinguished, Select Distinguished, or President's Distinguished Area/Division.



AREA PERFORMANCE PLAN

AREA PERFORMANCE PLAN

ACTIVITY	GOAL	SITUATION ANALYSIS	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE		
						START	COMPLETE	ACTUALLY ACCOMPLISHED
Competent Toastmaster (CTM)	Average at least 1.75 CTMs per Club. — CTMs must be registered at WHQ to achieve goal.	Area had average of _____ CTMs per Club last year.	<ul style="list-style-type: none"> ■ Encourage Clubs to use manual projects, progress charts. ■ Get commitment from each Club's VP Education to motivate CTM achievement. ■ Get names of potential CTMs during Area-Club visits. 	<ul style="list-style-type: none"> ■ Membership achievement record (Supply Catalog #1328) ■ Club VPs Education ■ ■ 				
Advanced Toastmaster Awards, including ATM Bronze, ATM Silver, and ATM Gold	Average one award for every two Clubs in the Area. — awards must be registered at WHQ to achieve goal.	Area had average of _____ ATMs for every two Clubs last year.	<ul style="list-style-type: none"> ■ Determine members in position to achieve any ATM award. ■ Encourage achievement during Area-Club visits. ■ Be available to answer questions, provide assistance during year. ■ Get names of potential ATMs during Area-Club visits. 	<ul style="list-style-type: none"> ■ Advanced manuals (See Supply Catalog) ■ Club VPs Education ■ ■ 				
Submission of complete October Membership Dues Renewal	At least 75% of Club semiannual dues, report forms and membership lists submitted to WHQ by November 15. — Clubs must submit semis by November 15 to achieve goal.	Clubs are asked to submit reports by October 10 as part of Distinguished Club Program. Reports, including dues, membership lists, are essential to maintain a member's active status.	<ul style="list-style-type: none"> ■ Contact Clubs regularly and encourage prompt submission of reports. ■ Follow up to make sure each report is sent to WHQ. ■ Provide assistance to Clubs as needed. 	<ul style="list-style-type: none"> ■ Club Presidents ■ Club VPs Membership ■ ■ 				

AREA PERFORMANCE PLAN

ACTIVITY	GOAL	SITUATION ANALYSIS	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE		
						START	COMPLETE	ACTUALLY ACCOMPLISHED
Submission of complete April Membership Dues Renewal	At least 75% of semiannual dues, report forms and membership lists submitted to WHQ by May 15. — Clubs must submit semis by May 15 to achieve goal.	Clubs are asked to submit reports by April 10 as part of Distinguished Club Program. Reports, including dues, membership lists, are essential to maintain a member's active status.	<ul style="list-style-type: none"> ■ Contact Clubs regularly and encourage prompt submission of reports. ■ Follow up to make sure each report is sent to WHQ. ■ Provide assistance to Clubs as needed. ■ 	<ul style="list-style-type: none"> ■ Club Presidents ■ Club VPs ■ Membership ■ ■ 				
Distinguished Club Program	60% of Area Clubs must become Distinguished Clubs by June 30. — Clubs must become Distinguished.	Clubs need to be more aware of the program and need to understand its benefits.	<ul style="list-style-type: none"> ■ Make sure every Club is working toward becoming a Distinguished Club. ■ Check Club progress during Area/Club visit. ■ Promote the program during visits and during Area meetings, contests. 	<ul style="list-style-type: none"> ■ Distinguished Club Program Brochure (Catalog #1111) ■ Club Presidents ■ ■ 				
Area visits, first round	Submit at least 80% of Area Report of Club Visit Forms to District Governor by October 31. District Governor submits forms to World Headquarters by November 30. — Area Report of Club Visit Forms must be submitted to achieve goal.	Club visits are opportunities to help Clubs with membership growth, quality of Club programming.	<ul style="list-style-type: none"> ■ Review Area-Club Visit Standards (see Area Leadership Handbook section on Area-Club Assistance). ■ Set specific objectives for each visit (e.g., help low-member Clubs build membership). ■ Arrange visits well in advance. ■ Follow-up on semis, CTMs, ATMs, membership <i>after</i> visit. ■ 	<ul style="list-style-type: none"> ■ Club Presidents ■ Assistant Area Governors ■ Division Governor ■ ■ 				

AREA PERFORMANCE PLAN

ACTIVITY	GOAL	SITUATION ANALYSIS	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE			
						START	COMPLETE	ACTUALLY ACCOMPLISHED	
Area visits, second round	Submit at least 80% of Area Report of Club Visit Forms to District Governor by April 30. District Governor submits forms to World Headquarters by May 31. — Area Report of Club Visit Forms must be submitted to achieve goal.	Club visits are opportunities to help Clubs with membership growth, quality of Club programming.	<ul style="list-style-type: none"> ■ Review Area-Club Visit Standards (see Area Leadership Handbook section on Area-Club Assistance). ■ Set specific objectives for each visit (e.g., help low-member Clubs build membership). ■ Arrange visits well in advance. ■ Follow-up on semis, CTMs, ATMs, membership <i>after</i> visit. 	<ul style="list-style-type: none"> ■ Club Presidents ■ Assistant Area Governors ■ Division Governor ■ ■ 					
Clubs at charter strength (20-plus membership)	At least 60% of Clubs will have 20 or more members on June 30. — Clubs must have 20 members or more by June 30.	<p>— Clubs now have less than 20 members.</p> <p>— Clubs now have 20 or more members.</p>	<ul style="list-style-type: none"> ■ Assist Clubs in retaining current members. ■ Promote membership building efforts. ■ Get Club commitment to achieve 20-plus membership by June 30. ■ 	<ul style="list-style-type: none"> ■ Membership programs ■ Assist Clubs with programming ■ Club VPs Membership ■ ■ 					

AREA PERFORMANCE PLAN

ACTIVITY	GOAL	SITUATION ANALYSIS	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE		
						START	COMPLETE	ACTUALLY ACCOMPLISHED
Club Growth	Net growth of one Club.	<ul style="list-style-type: none"> ■ Clubs in Area are weak and could fold if no action is taken. ■ The District has identified ___ solid new Club prospects. 	<ul style="list-style-type: none"> ■ Get Club specialists assigned to weak single-digit Clubs. ■ Encourage all Clubs to conduct Speechcraft programs. ■ Follow up Club leads. Help District conduct at least one demo meeting by Dec. 31. ■ 	<ul style="list-style-type: none"> ■ District Governor ■ <i>How to Rebuild a Toastmasters Club</i> (Cat. No. 1158) ■ <i>Speechcraft</i> (Cat. No. 205) ■ <i>How to Build a Toastmasters Club</i> (Cat. No. 121) ■ 				

AREA PERFORMANCE PLAN

ACTIVITY	GOAL	SITUATION ANALYSIS	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE		
						START	COMPLETE	ACTUALLY ACCOMPLISHED



DIVISION PERFORMANCE PLAN

DIVISION PERFORMANCE PLAN

ACTIVITY	GOAL	SITUATION ANALYSIS	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE		
						START	COMPLETE	ACTUALLY ACCOMPLISHED
Club Growth	No net Club loss. Division must have — paid Clubs on June 30.	Clubs in Division are weak and could fold if no action is taken	<ul style="list-style-type: none"> ■ Get Club Coach assigned to weak, single-digit Clubs. ■ Encourage all Clubs to conduct Speechcraft programs. ■ 	<ul style="list-style-type: none"> ■ Area Governors ■ <i>How to Rebuild a Toastmasters Club</i> (Cat. No. 1158) ■ <i>Speechcraft</i> (Cat. No. 205) ■ 				
Club Growth	Net growth of at least one club Division must have — paid Clubs on June 30 to have net growth of one Club.	— leads have been identified by the District.	<ul style="list-style-type: none"> ■ Follow up Club leads. ■ Help District conduct at least one demo meeting by Dec. 31. ■ 	<ul style="list-style-type: none"> ■ <i>How to Build a Toastmasters Club</i> (Cat. No. 121) ■ 				
Distinguished Areas	50% Distinguished Areas required for Distinguished Division 75% Distinguished Areas required for Select and President's Distinguished Division	All Areas have potential to be Distinguished.	<ul style="list-style-type: none"> ■ Work with Area Governors so that Area goals are clear. ■ Help Area Governors develop Performance Plan. ■ Provide Area Governors with monthly updates from Division/Area Report. ■ 	<ul style="list-style-type: none"> ■ See Distinguished Area Program criteria. ■ See Supply Catalog for resources that can help Areas achieve goals. ■ 				

DIVISION PERFORMANCE PLAN

ACTIVITY	GOAL	SITUATION ANALYSIS	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE		ACTUALLY ACCOMPLISHED
						START	COMPLETE	