



TOASTMASTERS

District 99 Mid-year Training

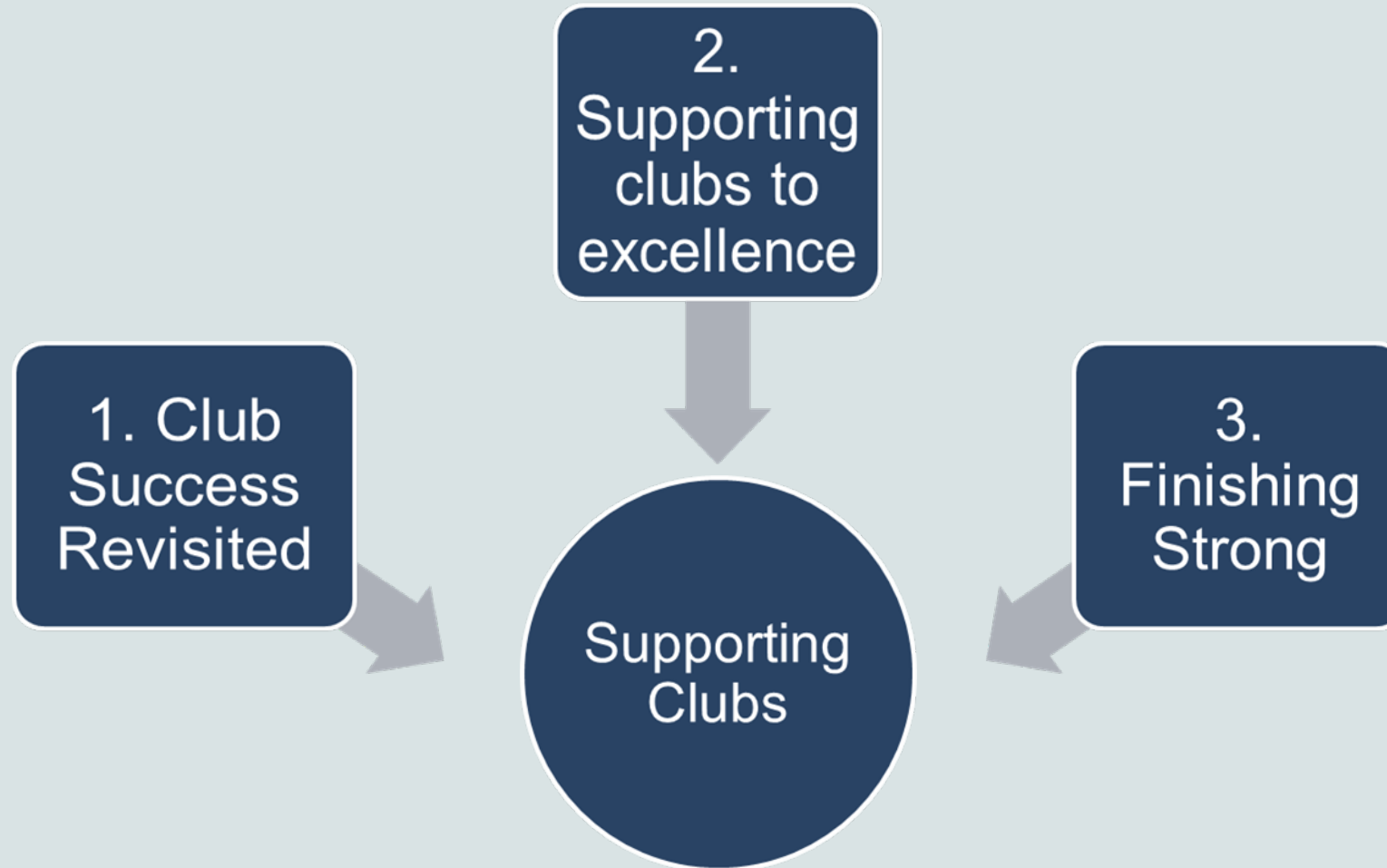
January 11, 2020



Dotun Eliezer, DTM
D99 Club Growth Director

**Supporting all
Clubs to excellence**

Learning Objectives:




1. Club Success Revisited



1. Club Success Revisited

► What does club success mean in Toastmasters?

- Fulfilling the Club Mission
 - What is the Club Mission?



Lest we
forget

▪ **Club Mission:**

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

▪ **District Mission:**

We build new clubs and support all clubs in achieving excellence.

1. Club Success Revisited

► What does club success mean in Toastmasters?

- Fulfilling the Club Mission
 - Put simply – it is about meeting the members needs




Strategic Focus: Supporting our clubs to deliver a richer member experience

It's
time!



Toastmasters International

MEMBER INTEREST SURVEY



Member Name _____

Club Name _____

Goals

List two goals you wish to accomplish this year as a Toastmaster:

1. _____

2. _____

List two objectives you want to accomplish in the next few months in support of those goals:

1. _____

2. _____

Interests

Personal and Vocational	High Interest	Some Interest	No Interest
Improve critical-thinking skills			
Improve meeting-management skills			
Improve listening skills			
Improve leadership skills. If so, what? _____			
Improve communication skills. If so, what? _____			
Improve evaluation skills			

Club Involvement	High Interest	Some Interest	No Interest
Serve as a mentor for a new member			
Help increase club membership			
Serve as a club officer. If so, which role? _____			
Help the club with public relations or publicity			
Contribute to or edit the club newsletter or website			
Learn about parliamentary procedure			

1. Club Success Revisited

► How can clubs start meeting members needs?

- Analyze the response
- Review and adjust your Club Success Plan
 - What is our club vision?
 - How are we doing so far?
 - What adjustments do we need to make?

[Club Success Plan Template is available here](#)



**DISTINGUISHED CLUB PROGRAM
AND CLUB SUCCESS PLAN**

2. Supporting Clubs to Excellence



Status as at Jan 11, 2020

► Collectively, where are we right now?

District 99 Performance

-8.22% Growth



Paid Clubs	
Base	To Date
146	134
Goals	
Distinguished	149
Select Distinguished	151
President's Distinguished	154
Smedley Distinguished	158

-55.1% Growth



Payments	
Base	To Date
4,869	2,186
Goals	
Distinguished	4,943
Select Distinguished	5,016
President's Distinguished	5,113
Smedley Distinguished	5,259

0% of Clubs



Distinguished Clubs	
Base	To Date
146	0
Goals	
Distinguished	59
Select Distinguished	66
President's Distinguished	73
Smedley Distinguished	81

Membership Payments

Late	Oct	Apr	Total	New	Charter	Total
7	1,646	51	1,704	461	21	2,186

Active Clubs
148

Target

Actual

2. Supporting Clubs to Excellence

► 15 mins Group Discussion - Where are we right now?

- How are my clubs doing?
 - What did they plan to accomplish in the current program year?
 - What is working? Opportunities, Success Stories
 - What is not working? Challenges, roadblock
- What should be done differently to achieve their targets?
- How should you help your clubs to achieve excellence between now and end of the program year?
- How will you support your low member clubs?



Help them become a high-performing club

Case Study – Characteristics of High-Performing Clubs

- They focus on quality
 - Meetings are regular, fun and energetic
 - Fresh perspectives by engaging outside expertise
- They offer massive value to their members
 - Safe, supportive environment for development
 - Membership achievement is taken seriously with every member speaking every 4 -6 weeks
 - Table Topics with quality evaluation
 - Members understand the bigger picture
- Culture of early recognition and celebration
 - Guests recognized and warmly welcomed
 - New members celebrated with inductions
 - First times in roles are recognized
 - Educational awards are recognized and showcased in meetings, social media and newsletters



FIVE CHARACTERISTICS OF HIGH PERFORMING CLUBS



Help clubs focus on membership rebuilding

- Clubs with less than 12 members should strongly consider open house events once every month
 - Target 2 – 3 new members
 - Invite guest speaker
- Available Resources available (click on the link)?
 - [D99 Club Marketing Masterclass](#) – tips on social media, open house and speechcraft
 - [D99 Membership Building Contest](#)
 - Free marketing materials at am@d99tm.org



Share and promote useful tools and resources

► Click on the links


- [Moments of truth \(Item 290\)](#)
- [Members Interest Survey \(Item 403\)](#)
- Video: [D99 Club Marketing Masterclass](#) with materials for open house events
- Video: [D99 Pathways Masterclass](#)
- [D99 Membership Building Contest](#)
- [Speechcraft Starter Kit \(Item 205\)](#)
- [Membership Building Kit \(Item 1160\)](#)
- [Attract and retain members](#)
- [From guests to members](#)
- Video: [Finding new members for your club](#)
- [Closing the sale \(Item 293a\)](#)
- Video: [Closing the sale](#)
- [Pathways Achievement Chart](#)
- [Club Success Plan \(Item 1111\)](#)
- [Club Leadership Handbook \(Item 1310\)](#)
- [D99 Club Performance Dashboard](#)
- [District 99 Website](#)
- [Toastmasters International Website](#)



3. Finishing Strong



How do you want to be remembered?



You will only be remembered for
two things: the problems you
solve or the ones you create.

Mike Murdock

10 mins Group Discussion

► How are you going to finish strong?

- What legacy do I want to leave at the end of my term?
- How can I leave my Division/Area better on June 30?



Finishing Strong

- Have a commitment that at least 50% of your clubs will be Distinguished
 - Serve your clubs with multiple visits
 - Support them, form a relationship with them
 - Start a new club
- Start planning for your succession
 - Incumbent should start looking out for potential successors that are currently active in participation
 - Provide such engaged members with opportunities to job shadow or assist incumbent
 - Incumbent should also seek out roles they may be interested in for next year and look for opportunities to job shadow
 - Help them and learn and promote the of-the-year awards
- Available resources (click on the link)?
 - [How to promote club officer roles - WIIFM](#)
 - VPE – [How to organize a contest](#)
 - VPM/VP-PR – [PR Toolkit](#)
 - [President-of-the-year awards requirements](#)
 - [Of-the-year awards forms](#)



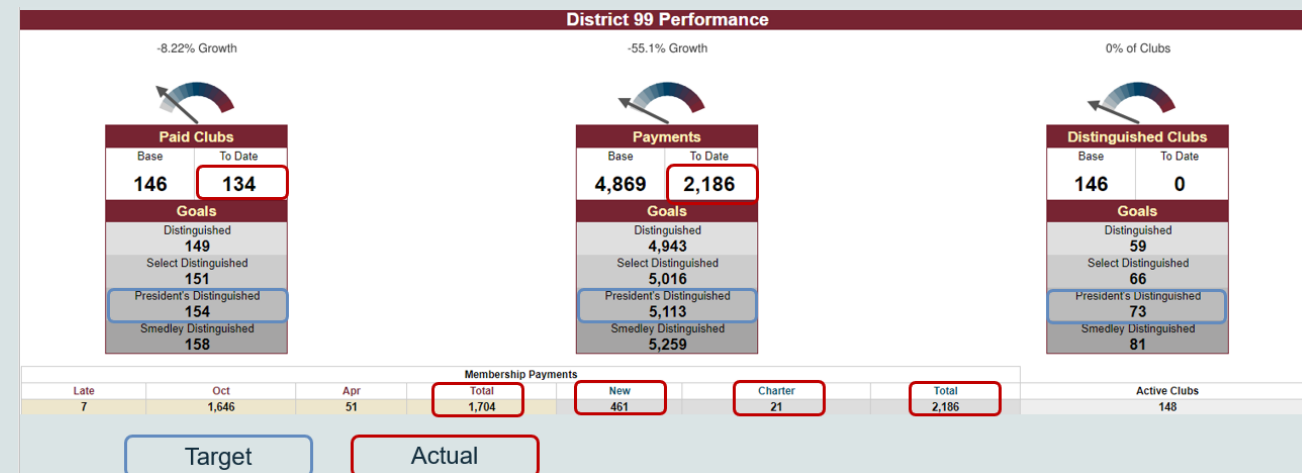


Putting it all
TOGETHER!

Our collective focus for the next 60-90 days

► Targets

- 400 new members by end of February
- 100% renewal in March
- 145-150 or more active clubs
- 40- 50 clubs have achieved 5 or more DCP Goals



2019-2020 Key Targets

► President's Distinguished District

*it is
possible.*

Vision 2020

To become a **President's
Distinguished District**

- | | | |
|----------|-----------------|------------------------|
| • 5,115 | • 154 | • 73 |
| Payments | Active
Clubs | Distinguished
Clubs |