

Toastmasters

Focus Checklist for Club Presidents

How to build or sustain a Quality Club by Spring District Conference...seriously!

Month	Focus on these details and achieve the Distinguished Club Program (DCP) Goals...realizing a Quality Club for your members!	Area Director's Visit
July	<p>Off to a Great Start! – Attend Summer Club Officers Training</p> <ul style="list-style-type: none"> At least 4 club officers (President, VP Education, VP Membership and VP PR) should attend officer training at a TLI - ½ of Goal #9 Encourage other club members to attend the TLI too for information, leadership tips that they can use in the workplace, and networking opportunities 	Invite to install new club officers
August	<p>Smedley Award: August 1-September 30 – Add 5 new, dual or reinstated members</p> <ul style="list-style-type: none"> Add 5 members and your club will: <ul style="list-style-type: none"> Complete Goal#7 Receive Smedley Award club banner ribbon, \$5 gift certificate per new member and more! Before Aug 31: Last chance for at least four club officers to attend club officer training at final TLIs 	Make sure your Area Director makes an official visit your club before the end of October!
September	<p>September Dues Renewals</p> <ul style="list-style-type: none"> Submit club dues renewals to WHQ – preferably online – before October 1 For those clubs who were also on time with their May/June officer lists, Goal #10 is complete. 	
October-Start of November	<p>Hall of Fame Education Award Recognition</p> <ul style="list-style-type: none"> Friends encourage friends to give manual speeches. Club members complete at least 2 educational goals by Beginning of November (2 of Goals #1, #2, #3, or #4) Now that there are no fall conferences moving forward, encourage members attend any form of District events such as TLI where they can be recognized for their educational achievements. 	
November	<p>Leadership Lessons: Two past officers present the four fundamentals</p> <ul style="list-style-type: none"> For those looking to complete the traditional program, schedule two past officers (who attended officer training while in office AND have completed their Competent Leader manual) to present two each of the four recommended Educational modules to your members and submit for their ALB award. Goals #5 & #6 are complete. Suggested Educational manuals are: <ul style="list-style-type: none"> Finding New Members Evaluate to Motivate Mentoring Moments of Truth 	Ensure Area Director submitted their visit report before Nov. 30
December – January	<p>Mid-Year (Winter) – Focus on finishing strong</p> <ul style="list-style-type: none"> Be proactive – Club officers review the club success plan and make necessary adjustments Ensure at least four club officers attend second-round club officer training at Winter TLI 2nd ½ of Goal #9. For returning officers, it is an opportunity to get answers to tougher questions and to share your knowledge with new officers. Encourage other club members to attend the TLI too for information, leadership tips that they can use in the workplace, and networking opportunities Celebrate being halfway there! Recognize members who have achieved educational goals Be proactive, start looking for your successor – delegate more of your duties to the VP-Ed Encourage other officers to also start looking for their successor if they will not be continuing in their role for another term Set up the elections committee and appoint the past president as the chair. For newly chartered clubs, the charter president will have to chair Conduct a specially themed open house event in January to attract new members Have VP-Education reach out to Area Director to get a date for the spring Area contest and use that to schedule Spring Club Area Contest – VP of Education should appoint Contest Chair and work with them to start reaching out to judges and motivating members to participate in club contests. 	If your club conducts semi-annual election, invite to install officers

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February	<p>Talk Up Toastmasters Award: Feb 1 - Mar 31 – Add 5 new, dual, or reinstated members</p> <ul style="list-style-type: none"> • Add 5 members and your club will: <ul style="list-style-type: none"> ○ Complete Goal #8 ○ Receive a Smedley Award club banner award ribbon and more Toastmaster goodies • Feb 28 - Last chance for at least four club officers to attend club officer training at final TLIs 	Make sure your Area Director visits your club before the end of April!
March	<p>March Dues Renewals: Meet the Membership Requirement</p> <ul style="list-style-type: none"> • Have your Treasurer submit charter strength club dues renewals to Toastmasters International World HQ, preferably online by March 31. • Beat the deadline; submit by March 15 and your club can be declared “Distinguished” or better!!! • Have VP- 	
April - May	<p>Hall of Fame Education Award Recognition: Spring Conference</p> <ul style="list-style-type: none"> • Friends encourage friends to give manual speeches. • Club members complete at least 2 educational goals by Spring Conference (2 of Goals #1, #2, #3, or #4) • Ensure members attend conferences and get recognized for their educational achievements. • 	
May - June	<p><u>Beat the Clock: May-June</u></p> <ul style="list-style-type: none"> • May - Continue to focus on finishing strong <ul style="list-style-type: none"> ○ Hold Club Officer Elections at the first business meeting in May ○ Have secretary to immediately submit incoming Club Officer lists through Club central and provide your Area Director with a copy for onward transmission to the District (do it by May 31 to beat the rush!) – ½ Goal #10 for the next Toastmaster year! ○ Organize additional meeting to help those close to completing their educational goals ○ Appoint socials committee to organize club's end-of-year celebrations in June • June - Help incoming officers head for a great start <ul style="list-style-type: none"> ○ June - Motivate them to attend Summer Toastmaster Club Officer Training at TLI - have 4 or more officer attend - ½ of Goal #9 for the next Toastmaster year! ○ Organize additional meeting to help those close to completing their educational goals 	Ensure Area Director submits their visit report by May 31

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Leading Indicators to monitor progress towards DCP Goals

Category	KPI Description	Metric	Comments
Educational	Number of CC speeches delivered per meeting	Minimum of one CC speech per meeting	4 CC's are required to achieve DCP goals 1 and 2, which is equal to 40 speeches. Average number of meetings in a TM year for community clubs is 40
Educational	Number of advanced speeches delivered per meeting	Minimum of one AC speech every other meeting and 1 qualifying educational every other month	2 AC's are required for DCP goals 3 and 4 which is equal to 20 speeches (for ACB, ACS and ACG) and 4 Educationals (if both are ACS and ACG)
Educational	Number of CL eligible roles signed up for per meeting	Minimum of 2 eligible roles signed up for by 2 members who plan not to miss more than 4 meetings in a TM year	2 CL's are required for DCP goals 5 and 6. This is equal to 38 eligible roles completed 2 individuals in average of 40 meetings for community clubs
Membership	Number of guests showing up per meeting Number of guests converted to members in a month	Minimum of 1-2 guests visiting per meeting or 5 guests per month Minimum of 1 guest converted to a member in a month	8 new members are required for goals 7 and 8. Conversion rate of guests to members is about 20%
Training	Number officers who will attend Club officers training in round 1 and 2	Minimum of 4 officers will be attending each round of training	Minimum of 4 officers attending round 1 and round 2 achieves goal 9
Administration	Reminder notice sent for membership fees renewal	Treasurer sends first reminder notice by August 30 and September 7 for membership fees renewal payment deadline of Sept 15 remitted to TI by Sept 23	Remittance of membership fees by Sept 30 contributes to achievement of DCP goal 10
Administration	New officers' election completed by 2 nd meeting in May	Minimum of 4 out of 7 roles filled and list submitted to Toastmaster International by May 24	List of new officers submitted by outgoing President/Secretary by end May counts towards goal 10 for the following year