



AREA AND DIVISION DIRECTOR TRAINING

SESSION 3:
Establish and Support New Clubs

Session Agenda



- ▶ Mission and goals
- ▶ Club builders
- ▶ Club-building cycle

Session Objectives



- Describe relationship between establishing new clubs and the Toastmasters and district missions.
- Identify which district leader responsibilities help establish new clubs.
- Recognize the support available to establish new clubs.
- Describe the club-building cycle.
- Identify opportunities for new clubs.

Toastmasters Mission



We empower individuals to become more effective communicators and leaders.



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

New Clubs



- ▶ New clubs offer Toastmasters benefits to more people.
- ▶ Establishing new clubs provides improved communication and leadership experiences.
- ▶ Area and division directors have support to build clubs.



- ▶ All Toastmasters expand the network of clubs, areas, and divisions.
- ▶ Area and division directors serve as liaisons between districts and clubs.
- ▶ Area and division directors work with sponsors and mentors.
- ▶ Area and division directors fulfill duties that support club-building.



Club-building Responsibilities

1. Serve as contact for demonstration meetings and pre-charter information meetings
2. Generate interest and recruit members in new clubs
3. Show new clubs how to hold meetings and elect officers
4. Submit charter paperwork, fees, and dues to World Headquarters
5. Plan charter presentation meetings

7a

A DISTRICT
DIRECTOR

B CLUB GROWTH
DIRECTOR

C CLUB
SPONSOR

D CLUB
MENTOR



Club-building Responsibilities

1. Serve as contact for demonstration meetings and pre-charter information meetings
2. Generate interest and recruit members in new clubs
3. Show new clubs how to hold meetings and elect officers
4. Submit charter paperwork, fees, and dues to World Headquarters
5. Plan charter presentation meetings

7b

A DISTRICT
DIRECTOR

B CLUB GROWTH
DIRECTOR

C CLUB
SPONSOR

D CLUB
MENTOR



Club-building Responsibilities

1. Recruit, train, and supervise club-building team members, club sponsors, and club mentors
2. Receive leads from district director and World Headquarters
3. Assist with prospect visits
4. Help plan demonstration meetings
5. Attend demonstration meetings and pre-charter information meetings



Club-building Responsibilities

1. Recruit, train, and supervise club-building team members, club sponsors, and club mentors
2. Receive leads from district director and World Headquarters
3. Assist with prospect visits
4. Help plan demonstration meetings
5. Attend demonstration meetings and pre-charter information meetings



Club-building Responsibilities

1. Receive leads from World Headquarters
2. Confirms alignment of new clubs



Club-building Responsibilities

1. Receive leads from World Headquarters
2. Confirms alignment of new clubs



Club-building Responsibilities

1. Guide clubs through first six to 12 months
2. Ensure club officers understand duties and how to perform them
3. Familiarize club officers with Toastmasters education program
4. Familiarize club officers with Distinguished Club Program



Club-building Responsibilities

1. Guide clubs through first six to 12 months
2. Ensure club officers understand duties and how to perform them
3. Familiarize club officers with Toastmasters education program
4. Familiarize club officers with Distinguished Club Program



Club-building Responsibilities

- ▶ Receive club leads from World Headquarters
- ▶ Confirms the alignment of new clubs with the district



Club-building Responsibilities

- ▶ Recruit, train, and supervise club-building team
- ▶ Receive leads
 - May forward leads to area and division directors
- ▶ As chair of the district marketing committee
 - Assist club-building team
 - Assist demonstration meeting team



Club-building Responsibilities

- ▶ Follow-up on leads
- ▶ Serve as contact for demonstration meetings
- ▶ Recruit members in new clubs
- ▶ Show new clubs how to hold meetings and elect officers
- ▶ Submit charter paperwork, fees, and dues
- ▶ Plan charter presentation meetings



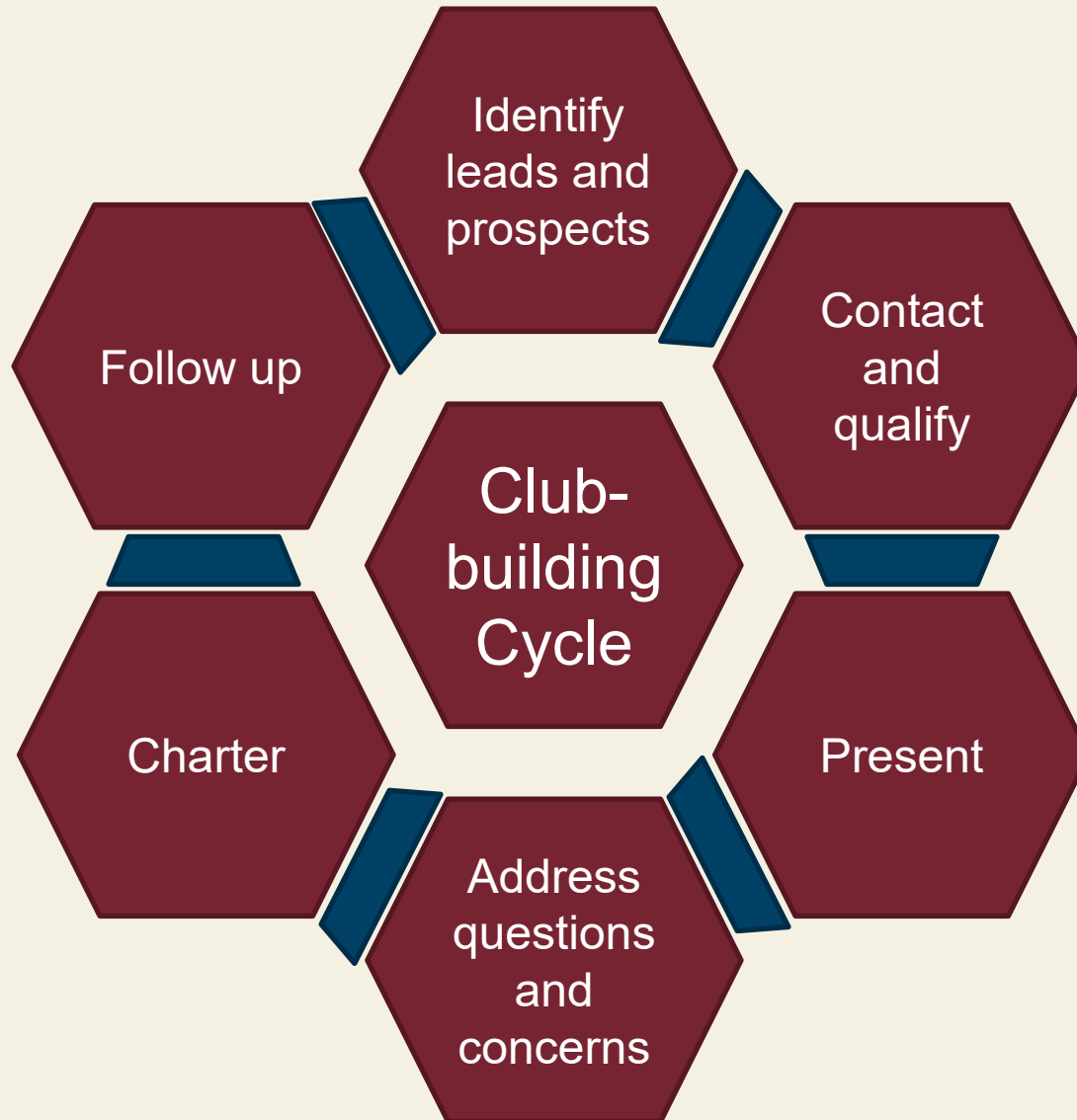
Club-building Responsibilities

- ▶ Guide clubs through first six to 12 months
- ▶ Ensure club officers understand duties
- ▶ Familiarize club officers with Toastmasters education program
- ▶ Familiarize club officers with Distinguished Club Program
- ▶ Help recruit and retain members



- ▶ Club-building efforts are supported by:
 - Committees and teams
 - Area and division directors
 - Serve as members of a district committee
 - Club extension committee
 - Marketing committee
 - Generate leads
 - Find club sponsors and club mentors
 - Facilitate and attend demonstration meetings and pre-charter information meetings

Club-building Cycle



Identify Leads and Prospects



- ▶ Leads can come from
 - World Headquarters
 - Current members
 - Neighbors
 - Coworkers
 - Many other places
- ▶ Assess existing clubs to identify opportunities for new clubs
- ▶ Target opportunities
 - Communities over 10,000 people
 - Corporations over 150 people

Contact and Qualify



- ▶ Follow up leads when requested
- ▶ Understand business and needs of each lead
- ▶ Contact lead promptly
- ▶ To qualify the lead
 - Identify the decision maker
 - Explain how Toastmasters can help their corporation
 - Ask questions, listen to their needs, offer solutions



- ▶ Conduct a demonstration meeting
- ▶ Demonstration meeting resources
 - Demonstration meeting team
 - *How to Build a Toastmasters Club (Item 121)*
 - E-learning session *Successful Demonstration Meetings*
 - Promotional material

Address Questions and Concerns



- ▶ Address questions and concerns
- ▶ Ask for opportunity to establish a new club



- ▶ *How to Build a Toastmasters Club*
(Item 121)
- ▶ Club sponsor responsibilities
 - Build membership to 20
 - Submit Application to Organize a Toastmasters Club and charter fee
 - Assist club in electing officers, adopting a club constitution, and submitting charter forms
 - Schedule charter presentation meeting
- ▶ Club mentors guide for six to 12 months



- ▶ Club mentor responsibilities
 - Ensure officers understand duties
 - Maintain membership strength
 - Explain Toastmasters education program and DCP
- ▶ Cycle begins again



- Describe relationship between establishing new clubs and the Toastmasters and district missions.
- Identify which district leader responsibilities help establish new clubs.
- Recognize the support available to establish new clubs.
- Describe the club-building cycle.
- Identify opportunities for new clubs.

Conclusion: Closing Remarks



- ▶ Club-building is basic to missions of Toastmasters and the district.
- ▶ District directors, club growth directors, club sponsors, and club mentors have club-building roles.
- ▶ The district may establish club-building committees and teams.
- ▶ The club-building cycle has six steps.
- ▶ Area and division directors have opportunities to assist club building efforts.
- ▶ Club leads can come from anywhere.