



The Distinguished Club Step-Up Campaign

District Training – Division & Area Directors

The Distinguished Club Step-Up Campaign

- What is the distinguished club step-up campaign?
- Why step-up?
- How to achieve the intended outcomes?

Objectives

Identify



Identify improvement opportunities in the district's distinguished club status

Understand



Understand the building blocks of the distinguished club program

Mobilize



Mobilize commitment for active participation in the step-up campaign

1. The Distinguished Club

The District's Mission

- ▶ We build new clubs and support all clubs in achieving excellence



1. The Distinguished Club

Key Performance Indicator for Districts

- ▶ Total number of active clubs
- ▶ Number of membership payments
- ▶ Number of Distinguished Clubs



District's Snapshot of Distinguished Clubs

	Description	Outcome
2019-2020 Outcomes	President's Distinguished Target	73 Distinguished Clubs
	Clubs with 5 or more goals	72 Clubs
	Clubs eligible for Distinguished status	36 Clubs
	Club Presidents in both trainings	71 Club Presidents
	Key success factors	Membership Strength Trained Officers
2020-2021 Target	Distinguished	48 Clubs
	Select Distinguished	54 Clubs
	President's Distinguished	59 Clubs
	District Executive Committee (DEC)	46 Members

Discussion



- What is club excellence?

1. The Distinguished Club

Summarized by the Club Mission

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



Discussion



- What does it mean to be a distinguished club?

1. The Distinguished Club

Key attributes and leading indicators

- A safe learning environment
 - Members find it easy to fail quickly and try new things (their laboratory)
- Rich member experience
 - Consistent high-quality program with lots of development opportunities in communication and leadership
 - Members achieve learning goals resulting in greater self-confidence and personal growth
 - Enough members run the program
 - New members join with 20 and above actively participating in meetings
 - All club officers are trained



Discussion



- Why is it critical for our clubs to be distinguished?

The Distinguished Club - Why?

- Establishes a culture of excellence and quality
- Brand recognition and reputation
 - Demonstrates that the club is helping members thrive, grow and succeed
 - Attracts new members to your club
 - Help members promote the club with pride
- New members = new ideas
- Educational growth = improved leadership



The Distinguished Club Step-Up Campaign

- Helping who have never been distinguished to achieve the level 1 status
- Incentivizing Distinguished Clubs to stretch their goals
- Mobilizing DEC members to be change ambassadors starting from their home club
- Why?
 - District's mission for club excellence
 - Focus for club quality and membership retention
 - Distinguished District outcome



2. The Distinguished Club Program



Discussion



- On the following slides, review the building blocks and metrics for the Distinguished Club Program
- Indicate opportunities for improving your home club's status

2. Distinguished Club Program (DCP)

- Toastmasters International's recognition of club's performance in helping members achieve their goals.
- Runs from July 1 to June 30
- Developed on four building blocks
 - officers training, club administration, membership strength and educational awards completed
- 3 Levels of achievement
- Progress is tracked on **DCP Dashboard**

DCP Levels of Achievement

DISTINGUISHED	5 out of 10 Goals Achieved
SELECT DISTINGUISHED	7 out of 10 Goals Achieved
PRESIDENT'S DISTINGUISHED	9 out of 10 Goals Achieved

2. Distinguished Club Program (DCP)

Building block 1 - Officers Training

- Minimum of 4 officers attend two rounds of training
- Good practice – President and VP of Education attend both rounds with other officers attending at least once in a year.
- Trained officers lead successful clubs
- Trained officers understand their roles and perform it successfully

DCP Building Blocks



2. Distinguished Club Program (DCP)

Building block 2 - Club Administration

- Trained officers translate to good club administration
- Membership dues are remitted on time
- List of new club officers for the next program year are submitted in club central before June 30 and kept up to date in the next period.
- Club records are kept up to date – meeting minutes, website, membership roster, club financial statements

DCP Building Blocks



2. Distinguished Club Program (DCP)

Building block 3 - Membership Strength

- Maintains a charter strength of 20 members or net growth of 5 members
- There is an ongoing membership building drive to maintain a charter strength of 20 or more members or achieve a net growth of 5
- Every member keeps the Toastmasters promise of bringing guests

DCP Building Blocks



2. Distinguished Club Program (DCP)

Building block 4 - Educational Awards

- Members are committed to completing their educational awards
- New members are assigned mentors to help them start on their projects
- Club has a system in place for identifying members' goals and tailoring the program to help them achieve their goals.

DCP Building Blocks



2. Distinguished Club Program (DCP)

Critical Success Factor

- ❑ To be eligible for the distinguished status, the club must maintain 20 or more paid members by June 30 of the following year or achieve a minimum net growth of 5 members if the program year on July 1 started with less than 15 paid members.



3. Achieving Campaigns Intended Outcomes



Roadmap to Level 1 Distinguished Status (5 DCP Goals)

Step	Requirement	Responsibility	Outcome
Step 1	Minimum of 4 Club Officers (preferably all) attend rounds 1 and 2 of officers training	Round 1 = PRES, VPE, VPM, VPPR, TREAS, SAA	1 DCP Goal
		Round 2 = PRES, VPE, VPM, VPPR, SEC	
Step 2	Outgoing secretary submits from previous term submits list of incoming officers immediately after election in May	Outgoing secretary from previous term	1 DCP Goal
	Submit renewal payments before September 30 and March 31	Treasurer	
Step 3	Implement membership building drive to meet minimum requirement for DCP and bring in 4 new members	All members led by VPPR & VPM	1 DCP Goal
Step 4	4 members complete level 1 projects in Pathways	All members led by VP of Education	1 DCP Goal
Step 5	Two members complete level 2 projects in Pathways	All members led by VP of Education	1 DCP Goal

Mobilizing for active participation

- DEC member becomes a change ambassador
- Schedule educational presentations using ready district's prepared materials
- Start from your home club



Mobilizing for active participation

- Area and Division Directors leverage it for their distinguished goals
- Key message
 - What makes a club distinguished?
 - Why become distinguished?
 - How to achieve and sustain the distinguished club status



Desirable Behaviours

1

COLLECTIVE
COMMITMENT



Desirable Behaviours

2

Our club will be
**President's
Distinguished!**

SHOOT
— FOR THE —
MOON
• EVEN IF YOU MISS •
YOU'LL LAND
— AMONG THE —
STARS

Desirable Behaviours

3



Review: What did you learn?



The Distinguished Club Step-Up Campaign

- **Establish culture of excellence and quality**
- **Enhance brand recognition and reputation of our clubs**
- **A collective responsibility**
- **Being the change we want to see**

District Training – Division & Area Directors

The Distinguished Club Step-Up Campaign

- What is the distinguished club step-up campaign?
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Call to Action

LET'S
STEP UP

on our
Distinguished Club
status!