TOASTMASTERS INTERNATIONAL

A Season for Growth
Rebuild and Grow Your Club

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District 99 Past District Director
February 2025

Adapted from: “Rebuild your club in 3 months”

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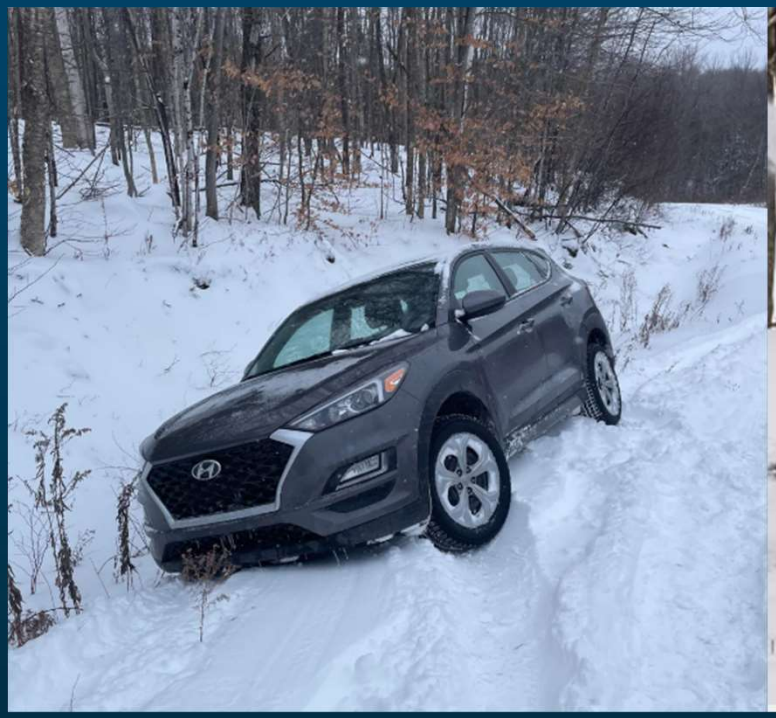
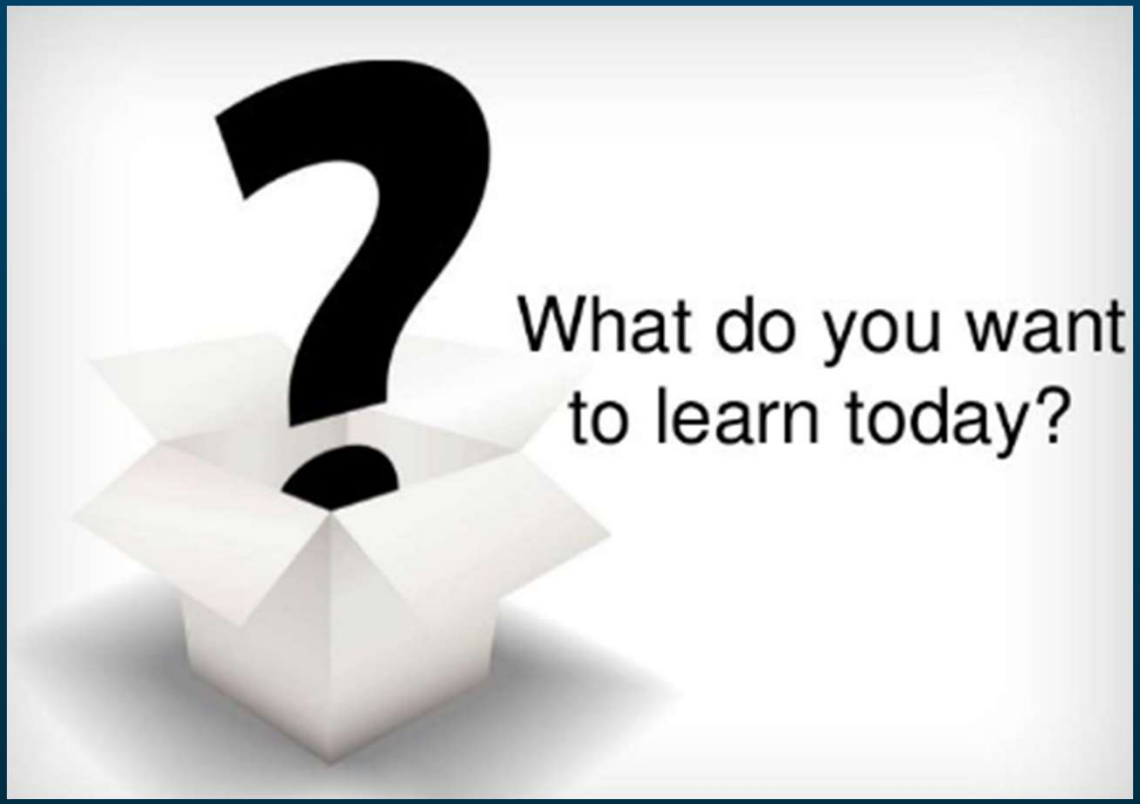
Inspiration!



Your needs – What do you want to learn today



Characteristics of Struggling and Successful Clubs

Classification: Protected A

Characteristics of Struggling Clubs

Low membership

Low attendance at TLI

Incomplete agenda

Members do not fulfill commitments

Few educational completions

Classification: Protected A

Characteristics of Struggling and Successful Clubs

Characteristics of Successful Clubs

Distinguished every year	Officers attend training	Members and officers are committed	Club executive meets monthly
Guests are welcomed and recognized	Agenda	Quality Evaluations	Friendly, Fun, Learning

Classification: Protected A

Why Rebuild, Why Grow

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.

Toastmasters International Envisioned Future

To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development.

Developing a 3 Month Plan for Growth

Month 1

Club Assessment
Improve Meeting Quality

Month 2

Marketing
Open House

Month 3

Partnerships
Provide Service

Developing a 3 Month Plan for Club Success

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Month 1: Club Assessment – Moments of Truth

Evaluate strengths and weaknesses of the club

Answer the questions in **Moments of Truth** and determine the club's weaknesses.

What are the strengths?

Toastmasters' Moments of Truth

- First impressions
- Membership orientation
- Fellowship, variety, and communication
- Program planning and meeting organization
- Membership strength
- Achievement recognition

Month 1: Club Assessment – SWOT Analysis

Month 1: Club Assessment - Market Assessment

Market assessment

Who does the club appeal to, who would be attracted to joining the club?

What is this club's market? (Profile demographic, ages, occupations, geographic)

Month 1: Club Assessment - Market Assessment

Market assessment

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Month 1: Club Assessment – Other Resources

- Club Coach Trouble-shooting Guide
- Member Interest Survey
- Member Personas
- Area Director Club Visit Report

Month 1: Improve Club Meetings

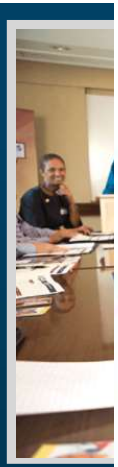
Improve Club Meetings so much that people will be compelled to join the club.

Using the Club Assessment, work immediately to improve the club meetings.

Focus on meeting planning and meeting execution.

A well planned, well run meeting is the club's best marketing tool.

Month 1: Improve Club Meetings

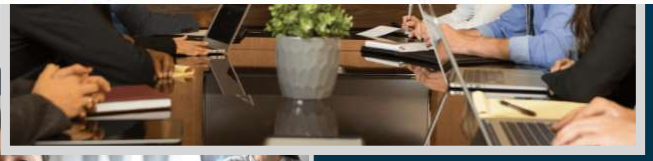


1	2	3	4	5
We never meet this standard	We rarely meet this standard	We sometimes meet this standard	We usually meet this standard	We always meet this standard

PROGRAM PLANNING AND MEETING ORGANIZATION

When club meetings are carefully planned, with well-prepared speakers and useful evaluations, members are able to meet their education goals.

Standards			
Program and agenda publicized in advance		Meetings begin and end on time	
Members know program responsibilities and are prepared to carry out all assignments		Creative Table Topics™ and activities	
All projects are manual projects		Positive and helpful evaluations	



Meetings so much that compelled to join the club.

Assessment, work improve the club meetings.

Focus on meeting planning and meeting execution.

A well planned, well run meeting is the club's best marketing tool.

Month 1: Improve Club Meetings - Create Interest

Special Theme Meetings

Invite Guest Speakers

Ask for Help

- Area Director
- Club Coach Program
- Club Officer Training
- Local Toastmasters

  (your area, district, other districts)

Developing a 3 Month Plan for Club Success

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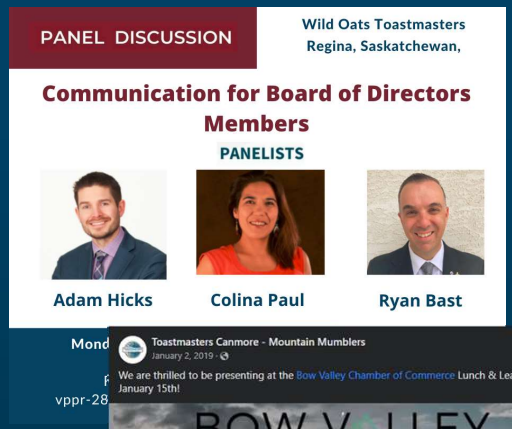
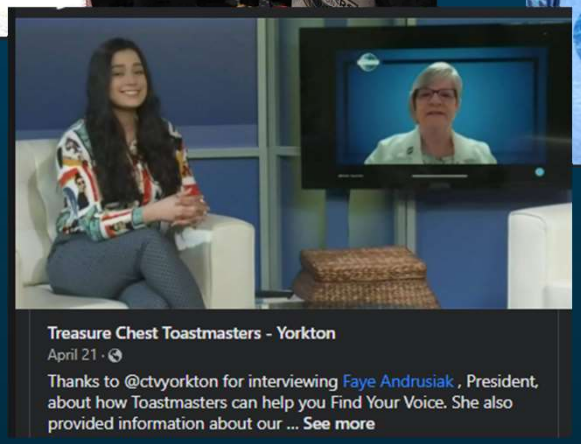
Month 2: Tap into your Market





Month 2: Marketing - Promote Toastmasters

Newspapers	Broadcast Media	Social Media and Blogs	Local Government	Chamber of commerce	Libraries
Company Publications and Websites	Employee Orientations	Community Packets	Universities and Community Colleges	High Schools	Community Events
Billboards	Websites and Newsletters	Offer Speechcraft and Youth Leadership	Create Club Business Cards	Display Toastmaster Products	Wear Your Toastmasters Pin

Month 2: Marketing - Promote Benefits and Value

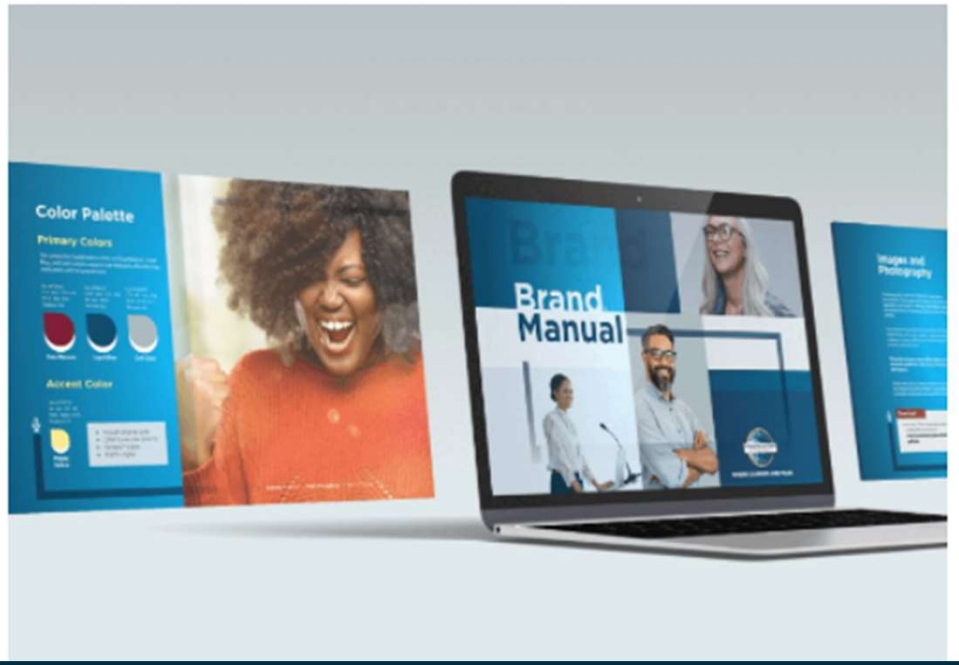
FEATURES, BENEFITS AND VALUE

Features	Benefits	Value to the Individual	Value to the Organization
A self-paced program	Flexibility	Unlimited personal growth	Employee goal achievement
Speech writing and presenting	Critical thinking Effective presentation delivery	Clear communication Confidence	Effective employee communication Better leaders
Weekly interactive meetings	Ongoing experience Overcoming fears	Skill reinforcement	Improved morale Enhanced performance
Table Topics™	Thinking quickly	Self-confidence	Better customer communication
Evaluations	Keen listening skills Constructive feedback	Increased self-awareness Positive mentoring	More productive teams

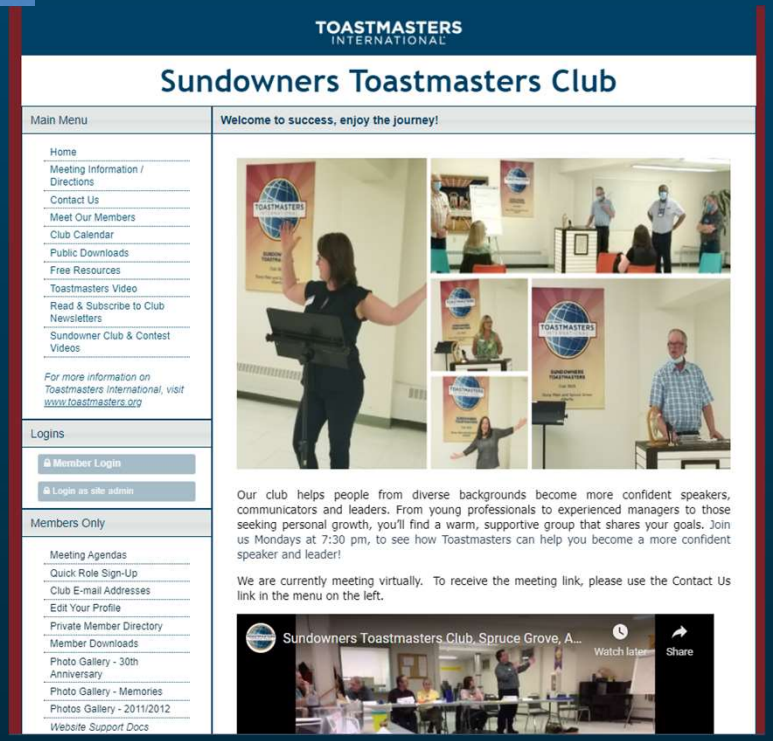
Month 2: Marketing - Branding

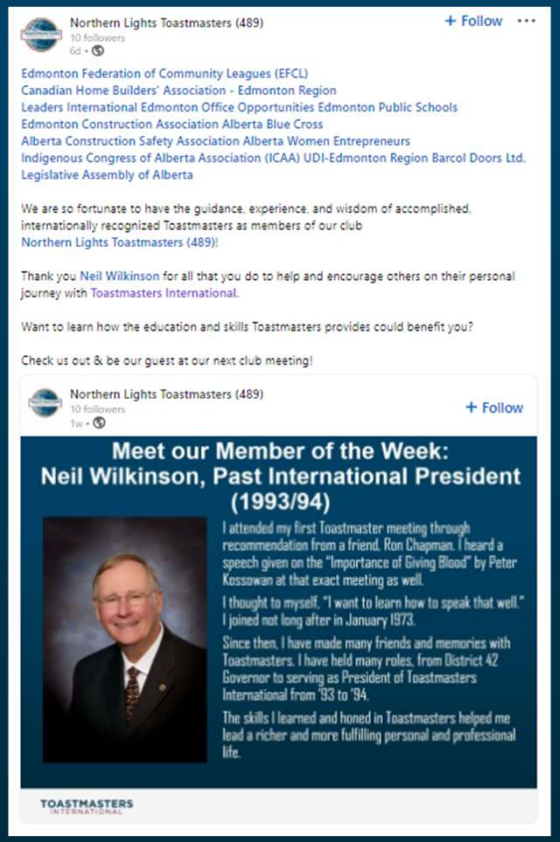
BRAND PORTAL

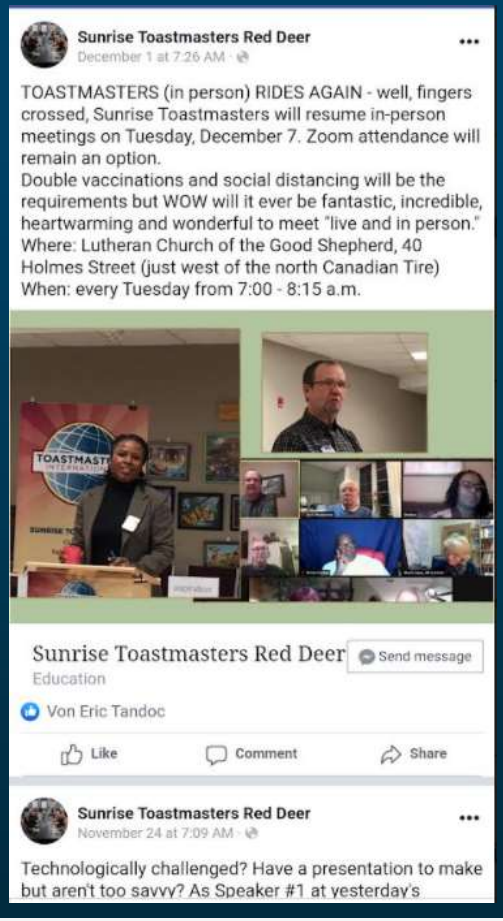
- Leveraging the Brand
- Brand Manual
- Branded Business Cards
- Stationery Templates
- Marketing Resources
- Website Templates
- Logo and Design Elements
- Professional Images
- Trademark Use Request



Month 2: Marketing – Websites, Social Media







Month 2: Holding an Open House

- Promote to fill seats
- Provide guest package
- Refreshments
- Demo meeting
- Toastmaster themes
- Question and Answer
- Socialize after meeting

Developing a 3 Month Plan for Club Success

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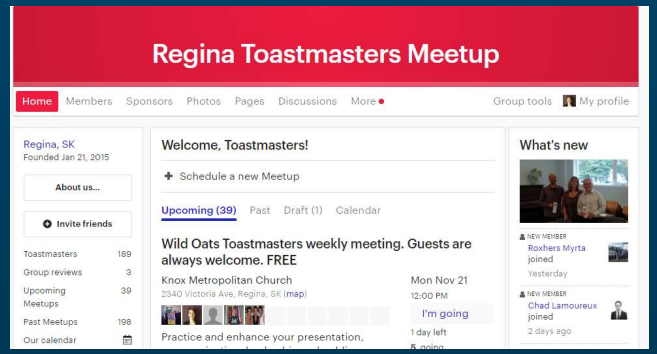
Month 3: Finding and Establishing Partnerships



What organization(s) in the proximity have members that need what we have?

Create a Community Contact Team

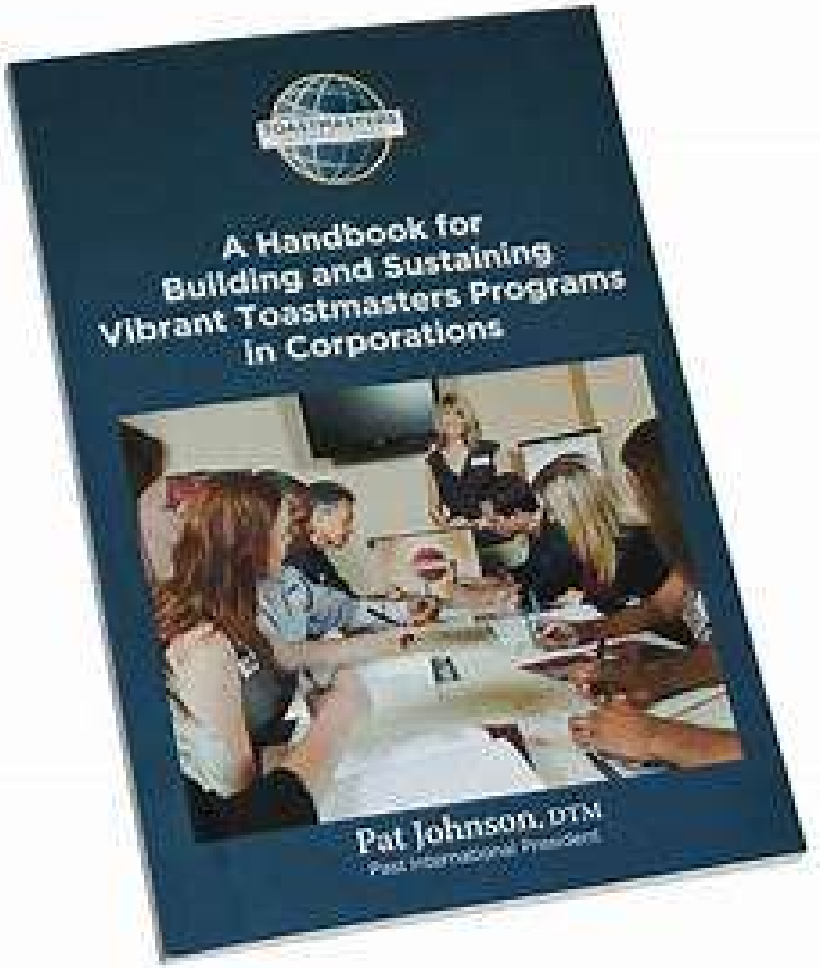
Plan and hold demonstration meetings

Work/Partner with other clubs in your area and district

Corporate Sponsors

Relationship Visits – Club or District leader meets with Corporate Executive Sponsor

- Reinforce the relationship between Toastmasters and the sponsor
- Enhance understanding of how membership in Toastmasters contributes to their organizational success
- Enhance understanding of the communication and leadership skills individuals gain – match TM competencies to professional development
- Reaffirm the organization's high level support for Toastmasters



Month 3: Provide a Service to capture new members

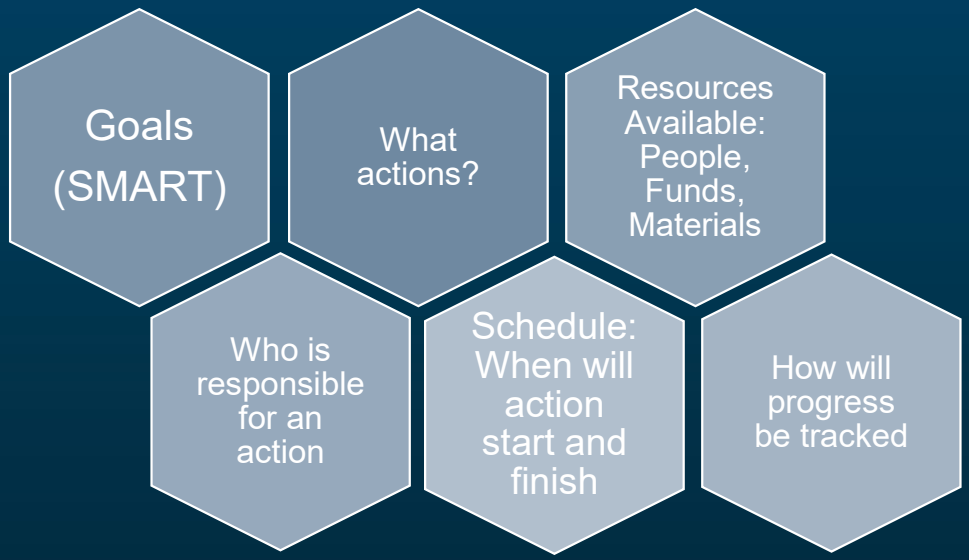
Promote and schedule educational sessions that people in the market attend.

Success/Leadership Success/Communication modules (Speechcraft) serve this function.

Provide the course for the cost of becoming a member of the club.

Summary: 3 Month Plan for Growth

Document your Plan



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Short-term Goal Worksheet

Club Coach:
What is one immediate, time sensitive goal the club would like to act on right now to help achieve President's Distinguished?
Goal:

How motivated is the Club to achieve this goal? What obstacles are in the way?

Action:
What action(s) will the Club take to achieve this goal? (Limit to 2.)
Action 1:

What resources (people, funding, materials) are available to assist:

Who will be responsible for the action?

When will it begin? | When will it be finished?

How will progress be tracked?

Repeat process for action 2. Limit to 2 action steps.

Where Leaders Are Made

Summary: 3 Month Plan for Club Success

Month 1

Club Assessment
Improve Meeting Quality

Example Actions

* Visit 3 Clubs
* Plan all agendas in advance

Month 2

Marketing
Open House

Example Actions

* Invite 3 Guests
* Marketing/PR Activity

Month 3

Partnerships
Provide Service

Example Actions

* Connect with Rotary
* Community Event

Summary: 3 Month Plan for Club Success

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Questions

Success

SELECT DISTINGUISHED
2019-2020
PRESIDENT'S DISTINGUISHED CLU
2019-2020

LES COMMUNICATEURS
ÉLOQUENTS
DE LANAUDIÈRE

Links to Resources

- https://www.toastmasters.org/resources/moments-of-truth
- https://www.toastmasters.org/resources/club-coach-troubleshooting-guide
- https://www.toastmasters.org/resources/member-interest-survey
- https://tmdistrict65.org/wp-content/uploads/2018/02/MYT-Personas-Jan.-2018.pdf
- https://www.toastmasters.org/shop/B79--A-Handbook-for-Building-and-Sustaining-Vibrant-Toastmaster-Programs-in-Corporations