

## **Part 1 - Notes from Building New Clubs is Rewarding**

### **Conference Call with Area and Division Governors (Jul 18, Aug 14, 18 & Sep 4)**

#### **Agenda**

1. Mission and goals
2. Club builders
3. Club-building cycle

#### **Objectives**

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

#### **Toastmasters Mission**

The mission statements, the value statement and envisioned future succinctly express the function of each organizational unit

##### *Toastmasters International Mission*

We empower individuals to become more effective communicators and leaders

##### *District Mission*

We build new clubs and support all clubs in achieving excellence

##### *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 Values*

1. Integrity
2. Respect
3. Service
4. Excellence

##### *Toastmasters International Envisioned Future*

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

#### **New Clubs**

1. New clubs offer Toastmasters benefits to more people
2. Establishing new clubs provides improved communication and leadership experiences
3. Area and division governors have support to build clubs

## **Club Builders**

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

## **District Governor: Club Building Responsibilities**

1. Receive club leads from World Headquarters
2. Confirms the alignment of new clubs with the district

## **Lieutenant Governor Marketing: Club Building Responsibilities**

1. Recruit, train, and supervise club-building team
2. Receive leads
  - a. May forward leads to area and division governors
3. As chair of the district marketing committee
  - a. Assist club-building team
  - b. Assist demonstration meeting team

## **Club Sponsors: Club Building Responsibilities**

1. Follow-up on leads
2. Serve as contact for demonstration meetings
3. Recruit members in new clubs
4. Show new clubs how to hold meetings and elect officers
5. Submit charter paperwork, fees, and dues
6. Plan charter presentation meetings

## **Club Mentors: Club Building Responsibilities**

1. Guide clubs through first six to 12 months
2. Ensure club officers understand duties
3. Familiarize club officers with Toastmasters education program
4. Familiarize club officers with Distinguished Club Program
5. Help recruit and retain members

## **Club Building Team Support**

Club-building efforts are supported by:

1. Committees and teams
2. Area and division governors
  - a. Serve as members of a district committee
    - i. Club extension committee
    - ii. Marketing committee
  - b. Generate leads
  - c. Find club sponsors and club mentors
  - d. Facilitate and attend demonstration meetings and pre-charter information meetings

## Club Building Cycle

### Identify Leads and Prospects

1. Leads can come from
  - a. World Headquarters
  - b. Current members
  - c. Neighbours
  - d. Co-workers
  - e. Many other places
2. Assess existing clubs to identify opportunities for new clubs
3. Target opportunities
  - a. Communities over 10,000 people
  - b. Corporations over 150 people

### Contact and Qualify

1. Follow up leads when requested
2. Understand business and needs of each lead
3. Contact lead promptly
4. To qualify the lead
  - a. [Identify the decision maker](#)
  - b. [Explain how Toastmasters can help their corporation](#)
  - c. [Ask questions, listen to their needs, offer solutions](#)

### Present

1. Conduct a demonstration meeting
2. Demonstration meeting resources
  - a. Demonstration meeting team
  - b. [How to Build a Toastmasters Club \(Item 121\)](#)
  - c. [E-learning session Successful Demonstration Meetings](#)
  - d. [Promotional material](#) & [New Club Information Kit](#)

### Address Questions and Concerns

1. Address questions and concerns
2. Ask for opportunity to establish a new club

### Charter

1. [How to Build a Toastmasters Club \(Item 121\)](#)
2. Club sponsor responsibilities
  - a. Build membership to 20
  - b. Submit Application to Organize a Toastmasters Club and charter fee
  - c. Assist club in electing officers, adopting a club constitution, and submitting charter forms
  - d. Schedule charter presentation meeting
3. Club mentors guide for six to 12 months

## Follow Up

1. Club mentor responsibilities
  - a. Ensure officers understand duties
  - b. Maintain membership strength
  - c. Explain Toastmasters education program and DCP
2. Cycle begins again

## Conclusion: Closing Remarks

1. Club-building is basic to missions of Toastmasters and the district
2. DGs, LGMs, [club sponsors](#), and club mentors have club-building roles
3. The district have established club-building committees and teams with Area and Division Governors being members
4. The club-building cycle has six steps
5. Area and division governors have opportunities to assist club building efforts
6. Club leads can come from anywhere