



Programs and Incentives

District Resource Guide – 5

Compliments of the team for:

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As a District officer, your mission is to encourage the clubs to perform and reach their own goals. In doing this, you create the path to reach your own District goals. Programs and incentives are essential. Keep them few and simple to encourage members to stay focused. Here are some proven incentives and programs:

Guiding principles: If you cannot explain a program's terms in three lines or less, it is too complicated. Also, go for the programs where everyone who reaches a mark wins rather than only those who produce the most. The damage caused by the ill feelings of those who performed above and beyond, but still did not win will diminish the results you hoped to gain. Rewards need not be expensive, but should have clear value. Praise and recognition are the most valuable when given in public and given often at every event you attend.

It can be difficult finding that balance between pushing members and clubs that extra few inches and pushing them to stretch goals that are too lofty. While we want to get the most out of our programs and incentives, we need to always be aware of the discouragement factor when goals are set too high.

Marketing: TI already has the "Smedley", "Talk Up Toastmasters" and "Beat the Clock" awards. You can add your own extra incentive to these awards. Also, look for opportunities to make it easy for clubs to hold open houses or demonstration meetings. Consider offering incentives that will reimburse their actual costs to hold such a meeting if they sign up a given number of members. By making renewal of new members a condition of the program, you double your impact.

Small tokens given to members who help charter a club, help save a club, or recruit new members can be given at each and every event you attend. M&M™ candies (Membership and Marketing) can work great for this. Make it fun to give and receive the token rewards. Members will respond and, yes, people will work for peanuts.

Education and training: Special rewards for clubs that have all seven officer positions trained are always effective. Make it officer positions and not bodies. Clubs who combine Secretary and Treasurer or clubs who have one officer serving two other roles should not be penalized in your program.

Just like marketing, you can do small tokens for each member who earns a communication or leadership awards. Smarties™ candies can work well for this. Make it inexpensive enough that you can reward each member every time you see them. There is nothing wrong with rewarding the same member two or three times for the same effort when you are doing this type of recognition.

District Success: As a District consider a program such as Distinguished By April 30th. By moving the target date you encourage early achievement. Don't move it too far back or you might discourage rather than encourage. Also, remember that no club is distinguished until April dues are paid.

"Helping others helps ourselves grow and succeed!"