

Re-Build The Club..... Re-Energize The Members!



**Re-Build The Club.....
Re-Energize The Members!**

THE STARTING POINT

BEGIN WITH FOUNDATIONALS

DEFINE THE CLUB'S MOMENT OF TRUTH

PLAN THE WORK – WORK THE PLAN

CALLING ALL RESOURCES

ACTIVELY SEEK NEW MEMBERS

TRY SOMETHING NEW

ASK FOR HELP



THE STARTING POINT

Dynamic Clubs are BUILT for success! Belonging to a dynamic Club is a source of pride and instills enthusiasm and excitement within the Club environment. The foundations of this success are building blocks where each member strives to make their personal success a collective achievement.

Questions to Ask

The Foundational: No matter the size of the core group, the first question to ask is 'how dedicated are we to continuing?' The level of commitment establishes a foundation and often determines the outcome of a Club's successful rescue

What is the Club's Moment of Truth? What is wrong? How can it be fixed? These are sometimes pointed questions to ask, often with very difficult answers. Think about who, what, when, where, how with relationship to the Club's success. **WHO?** – Who can help with the Club's rescue? **WHAT?** – What are the immediate as well as long term challenges? **WHEN?** – When does the Club begin? **WHERE?** – Where is the most critical area needing attention? **HOW?** – How can the Club prioritize its needs?

Plan The Work – Work The Plan: Develop, with Area Governor assistance, a strategic plan, setting goals, establishing a timeline for success, and WORK the strategic plan together

Calling All Resources: Use the Moments of Truth Module, become more than a social club by planning diverse and exciting meetings, welcome new ideas, use Toastmaster materials and follow an agenda, get officer training, establish mentoring for all, hold open houses, and membership campaigns, and welcome a club coach

Ask For Help: Ask the Area Governor for assistance, utilize all District resources available, stay positive and success oriented



Tips for Re-Building Clubs

Re-building a Toastmaster's Club takes the same dedication and commitment as building a new Club. It takes focus, goal orientation and a willingness to revive the Club as well as support from District, Division and Area.

- Analyze areas needing attention. Review meeting times, meeting days and venue to determine if change is needed in order to attract new members
- Encourage creating and maintaining a club website for continual positive PR
- Offer help from the District Rescue Team, the Division and Area Governor
- Invite clubs within the area to a joint meeting to help in the club's re-building efforts
- Hold speaker exchanges and speech-a-thons with other local clubs to boost participation, and support a recognition meeting for the Club's members at the end of every year
- Instruct the Club to prepare guest packets for potential members and visitors. Include contact information for the Club, a welcome letter from the Club President, brochures about the Club and our Organization. Welcome guests, and ASK them to join
- Be an enthusiastic Toastmaster! Help the Club build a team to re-build their Club, using all resources available from the District. Be determined, Be positive, Be supportive
- Hold an open house for the community, or a membership campaign to attract new members from within the corporation

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The Successful Conclusion

Dedication to Club Excellence

Commitment to Distinguished Club Program

Club Training Excellence

Mentoring and New Member Orientation

Dedication to Administrative Excellence

Welcome New Members and Ideas

Encourage and Groom Future Leaders

Have FUN and Celebrate Toastmasters!



The Successful Conclusion

The successful conclusion of Club rescue revolves around communication, realizing shortcomings and strategizing to overcome them, establishing a long-term relationship between the District and the Club, and being mission-focused and goal oriented for success.

Dedication to Club Excellence: Recognize that Club excellence is synonymous with Club success and that Club success takes courage, dedication and commitment

Commitment to DCP: Create an environment of achievement and success by using Toastmaster's material and setting goals to meet the Distinguished Club Program criteria

Club Training Excellence: Well-trained officers are effective administrators. Effective administrators lead to Club excellence

Mentoring and New Member Orientation: Mentoring for all, whether new or tenured member is key to a Club's ultimate success. Every member is a work in progress and can learn something new from the program throughout their membership. New member orientation is the 'right start' and helps new members to feel connected to their Club

Dedication to Administrative Excellence: Learning to be a good administrator starts with achieving deadlines, and establishing a vision for the Club's success

Welcome New Members and Ideas: Re-build the Club by welcoming and inviting guests to be a part of your Club, and bringing in new and creative program ideas

Encourage and Groom Future Leaders: Ensure the Club's continued success by encouraging and grooming leaders. Offer opportunities to learn and participate as a leader with project, committee, and event participation

Have Fun and Celebrate Toastmasters: Interject fun wherever the opportunity arises. Celebrate the opportunities we have to learn and grow personally through Toastmasters and make the Club the 'in' place to be for the members! Have a surprise around every corner and encourage new ideas and new ways to participate.

Compliments of Bash Turay, DTM, PID
Candidate for Second Vice President
"Envision Our Possibilities Together"



Club Rescue Report

DATE _____

CLUB
NAME/NUMBER _____

CLUB
LOCATION _____

AREA/DIVISION _____

CONTACT _____

EMAIL _____

UPDATE OF CURRENT CONCERNS:

NEW CONCERNS:

NEW IDEAS/SUGGESTIONS TO CONSIDER:

ACTION PLANS:

NEXT
CONTACT _____