



SESSION 3: Establish and Support New Clubs

AREA AND
DIVISION DIRECTOR
TRAINING

PARTICIPANT WORKBOOK

SESSION 3: **ESTABLISH AND SUPPORT NEW CLUBS**

As district leaders, part of your mission is to extend the network of clubs. New clubs allow more people access to the benefits of Toastmasters. An important responsibility of yours is to establish and support new clubs. In this session, you identify club-building opportunities and requirements for establishing clubs.

Overview

In this session, the following topics are presented:

- ▶ Missions and goals
- ▶ Club builders
- ▶ Club-building cycle

Objectives

After completing this session, you will be able to do the following:

- ▶ Describe the relationship between establishing new clubs and the Toastmasters and district missions
- ▶ Identify district leader responsibilities for establishing new clubs
- ▶ Recognize the network of support a district can establish to build clubs
- ▶ Describe the club-building cycle
- ▶ Identify opportunities for new clubs in the area or division

MISSION AND GOALS

The Toastmasters International Mission

Complete the sentence.

We _____ individuals to become more
_____ communicators and leaders.

The District Mission

Complete the sentence.

We build _____ and _____
_____ all clubs in achieving _____
_____.

Club-building Benefits

What are the benefits of club-building to you as Toastmasters?

What are the benefits of new clubs to the members who join them?

Steps to Charter

1. A Viable Lead
2. Sponsor
3. Mentor
4. Initial Contact with Organization – Set _____
5. Pre Meeting – Set _____ for Launch Meeting
6. Publicity
7. Launch Meeting
8. Paperwork into _____.

Area Director Responsibilities

Ensure that a _____ is chartered in your Area.

Provide a _____ Lead

As well as a _____ and a _____

Leads can come from

World Headquarters

Current _____

Neighbors

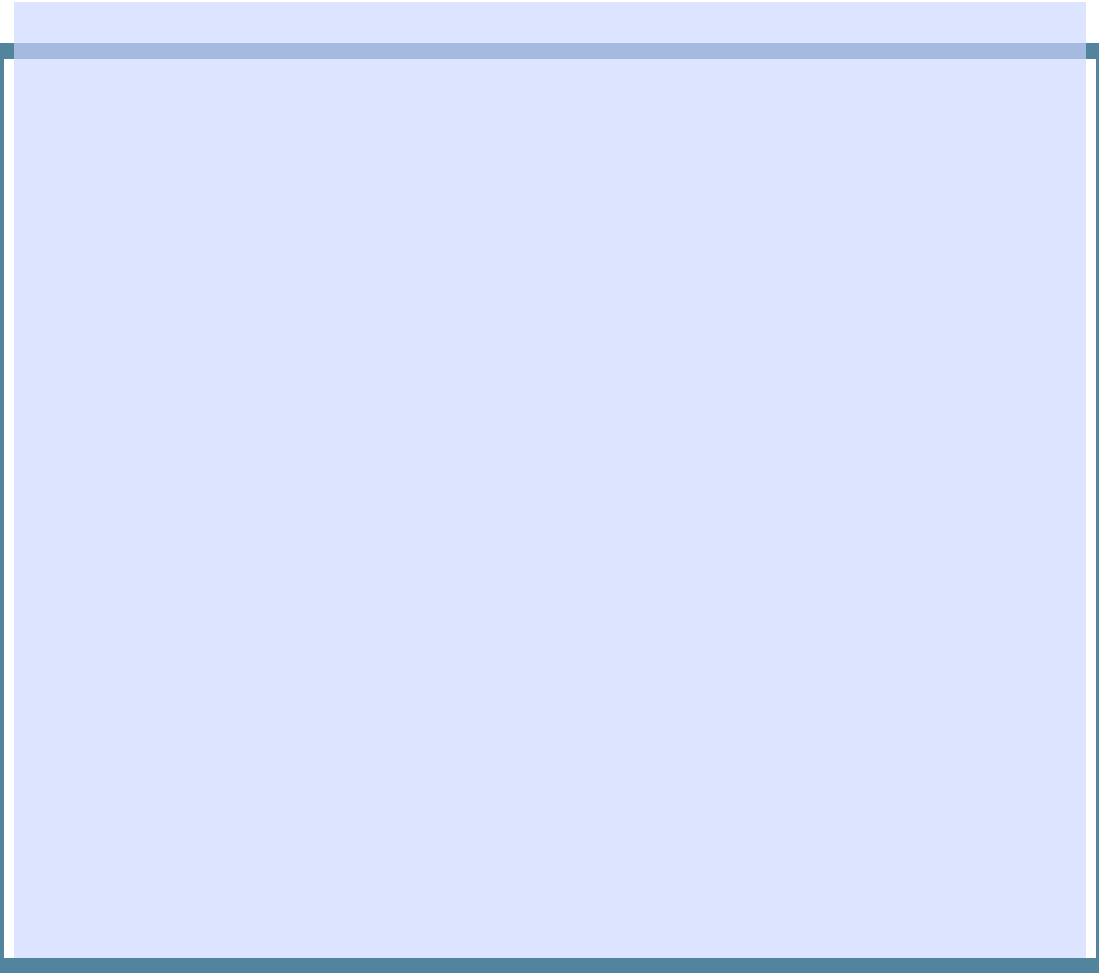
Many other places

Target Communities with over 10,000 people

_____ has done your research

Companies with over _____ employees

Where can we build new clubs?



New Club Opportunities

Community _____

Libraries

Churches

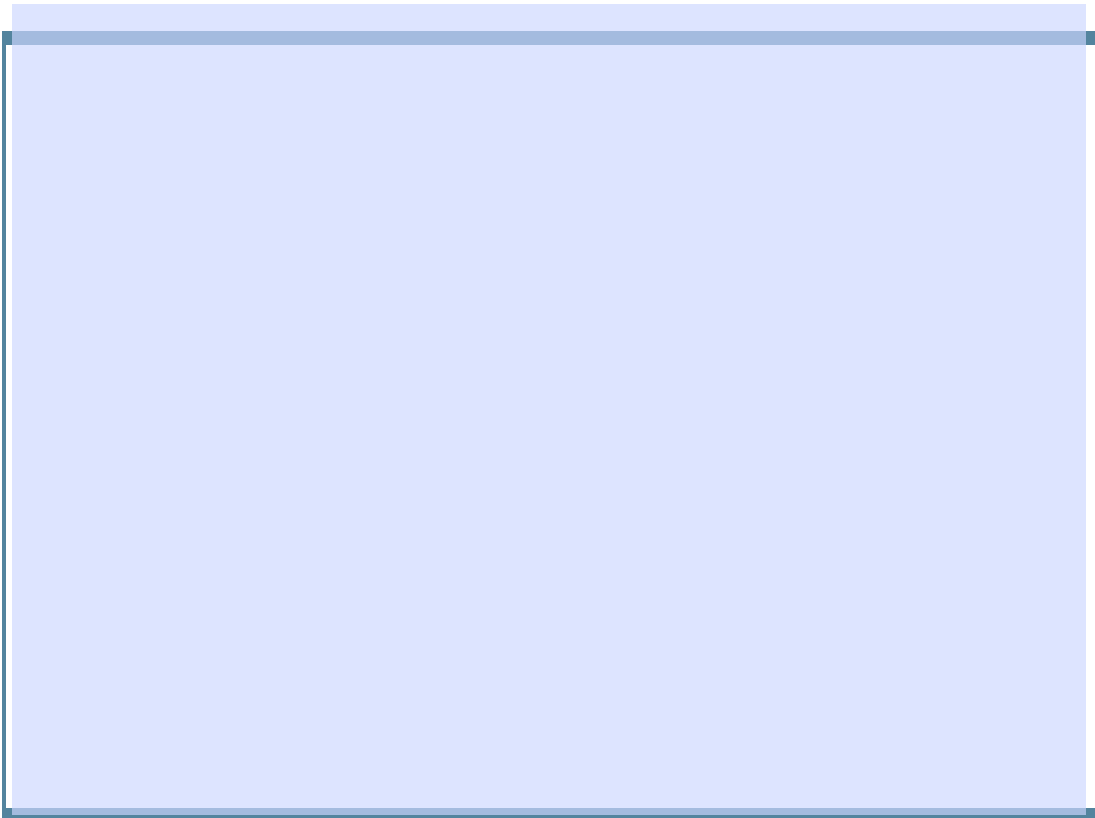
Schools

Institutions

Corporations of over 150 people

Communities over 10,000 people

Where might you start a club?



NEW CLUB SPONSOR

The Club Sponsor's job is to _____ the club

Contact the _____

Serve as the TI contact for the _____ meeting

Recruit the _____ team

Have the club elect _____

Submit charter paperwork, _____, and dues

Plan _____ Presentation Meeting

NEW CLUB MENTOR

Set the club on the right course

Guide the club through the first 6-12 months

Ensure club officers understand their _____

Familiarize the club with the Toastmasters _____
Program

Educated the club on Toastmasters Standards

Help Recruit and retain members

Once we have the lead

Contact the key contact there or _____ person

"I'd like to have a _____ meeting with you to discuss the
_____ of having a Toastmasters club in your
organization."

PRE MEETING

Discuss the _____ of Toastmasters

Set the date for the _____ meeting

No more than _____ weeks out

Minimum of _____ people needed at the launch meeting.

Get a quote of support of Toastmasters

Dues – what is the organization paying, what will members pay?

Be sure to add the _____ - _____

The skills you learn in Toastmasters will help you in your personal life and your _____ here at XYZ Corporation. I encourage you to check it out.”

The Big Boss

CEO

XYZ Corporation

Charter fee paid by organization?

If not, add to cost Charter members pay

Payment will be 6 months PLUS pro-rated portion of dues

Club dues

(\$____/month unless paying for the room.)

Know the cost so you have it at the launch meeting.

LAUNCH TEAM

Toastmaster/_____

Table Topics Master

Speaker – not _____

Evaluator – not _____

Timer

No general evaluator, grammarian, jokemaster, etc...

This is an _____ Toastmasters meeting.

Leave time to:

Answer questions

Collect payments and applications

Make sure to ask “Who’s ready to _____?”

Have people in the audience prepared to start the flood.

NEW CLUB DETAILS

Club Name

Meeting time, location, and frequency

Elect Club Officers

PAPERWORK

The District has experts that can help you.

RESOURCES

Launch Team

How to Build a Toastmasters Club (item 121)

E-learning session Successful Demonstration Meetings

Promotional Material

DATE FOR MY NEW CLUB LEAD

EVALUATION

	BEGINNER	INTERMEDIATE	ADVANCED
What level of knowledge of the topic did you have prior to this session?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Indicate to what degree you agree with the following statements about this session.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
Overall, I was satisfied with the session.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will use the content to strengthen my area or division.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Materials provided by the speaker were well-done and supported learning.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The learning objectives were met.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	YES	NO
Will you implement at least one idea from this session in the next 30 days?	<input type="checkbox"/>	<input type="checkbox"/>

Write your comments about the session.

Indicate to what degree you agree that the facilitator demonstrated the following.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
Solid knowledge of the subject matter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Excellent presentation skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>