



SESSION 3: Establish and Support New Clubs

AREA AND DIVISION DIRECTOR **TRAINING**

FACILITATOR GUIDE

TOASTMASTERS INTERNATIONAL
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Item 206DG Rev. 09/2019

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

As district leaders, part of area and division directors' mission is to extend the network of clubs. New clubs allow more people access to the benefits of Toastmasters. An important responsibility of area and division directors is to establish and support new clubs. In this session, area and division directors identify the requirements for establishing clubs so that they will be able to take advantage of club-building opportunities.

Overview

In this session, the following topics are presented:

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

Objectives

After completing this session, area and division directors 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

Materials

- ▶ Flipchart
- ▶ Markers
- ▶ PowerPoint presentation

Duration

- ▶ One hour



INTRODUCTION

1. **SHOW** the Session Agenda slide.

Session Agenda

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

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2. **PRESENT** the session agenda.

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



3. **SHOW** the Session Objectives slide.

Session Objectives

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

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4. **PRESENT** the session objectives:

- ▶ 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

MISSIONS AND GOALS

(10 minutes)

NOTE TO FACILITATOR

The purpose of this section is to remind area and division directors of the goals and missions that drive club-building and to motivate them to play an active role in this endeavor.

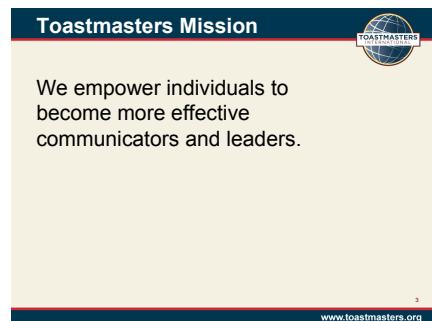
In this section, area and division directors learn how the Toastmasters mission and the district mission call for club-building, and they consider how clubs benefit current and new members.

After completing this section, area and division directors will be able to describe the relationship between the Toastmasters and district missions and club-building.

1. **TELL** area and division directors that they may find it helpful to take notes in the Missions and Goals section of the participant workbook.

The Toastmasters Mission

1. **SHOW** the Toastmasters Mission slide.



2. **PRESENT**
 - ▶ Toastmasters International mission:
We empower individuals to become more effective communicators and leaders.
3. **ASK**
 - ▶ How does the Toastmasters mission relate to the district mission?
 - ▶ The district mission is the manner in which the Toastmasters mission is fulfilled.



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The District Mission

1. **SHOW** the District Mission slide.



2. **PRESENT**

- ▶ District mission:
we build new clubs and support all clubs in achieving excellence.

3. **ASK**

- ▶ How do the Toastmasters and district missions relate to club-building?
 - ▶ New clubs are the way to empower more individuals to become better communicators and leaders.



Club-building Benefits

1. **ASK**

- ▶ What are the benefits of club-building to you as Toastmasters?
 - ▶ Fulfillment of introducing others to Toastmasters
 - ▶ Rewards for helping new members
 - ▶ Leadership development
 - ▶ Contacts and networking
 - ▶ District recognition for the area or division



2. **WRITE** answers on the flipchart.

3. **ASK**

- ▶ What are the benefits of new clubs to the members who join them?
 - ▶ More effective communication skills
 - ▶ Improved self-confidence
 - ▶ Leadership-skills development
 - ▶ Opportunities to meet new people
 - ▶ Personal growth

4. **WRITE** answers on the flipchart.

5. **SHOW** the New Clubs slide.



6. **PRESENT**

- ▶ New clubs offer the benefits of Toastmasters to more people.
- ▶ Those involved in establishing new clubs and helping them grow gain communication and leadership experience as they take on these responsibilities.
- ▶ Area and division directors have the opportunity to build clubs and help the district and Toastmasters achieve the missions, but these are not tasks area and division directors must do on their own.



CLUB BUILDERS

(20 minutes)

NOTE TO FACILITATOR

The purpose of this section is to introduce area and division directors to the team of people involved in building clubs.

In this section, area and division directors will learn the roles of the district director and club growth director in club-building and how club sponsors and club mentors help establish clubs. They will also learn that districts may choose to use a club extension chair, a marketing committee, a club-building team, and a demonstration meeting team to assist in club-building.

After completing this section, area and division directors will be able to identify the responsibilities of the district roles responsible for establishing new clubs.

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1. **TELL** area and division directors that they may find it helpful to take notes in the Club Builders section of the participant workbook.

2. **SHOW** the Club Builders slide.

Club Builders

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

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3. **PRESENT**

- ▶ While all Toastmasters are responsible for expanding the network of clubs, areas and divisions have specific club growth goals. Certain roles imply specific responsibilities.
- ▶ Area and division directors serve as a liaison between districts and clubs.
- ▶ Area and division directors work with club sponsors and mentors.
- ▶ In this capacity, area and division directors may be called on to fulfill a number of duties to support club-building.


Club Builders Responsibilities Game

NOTE TO FACILITATOR

The following activity challenges area and division directors to identify the roles that are responsible for specific club-building duties.

1. **INSTRUCT** area and division directors to arrange themselves in two groups.
2. **TELL** area and division directors that you are about to show four slides. Each has a short list of club-building responsibilities on the left side and a list of roles on the right. For each slide, area and division directors are to raise their hand as soon as they can match the responsibilities with a role on the right. The group that answers the most questions correctly wins.
3. **SHOW** the Club Builders 1 slide.

CLUB BUILDERS RESPONSIBILITIES GAME



Club-building Responsibilities

1. Serve as contact for demonstration meetings and pre-charter information meetings
2. Generate interest and recruit members in new clubs
3. Show new clubs how to hold meetings and elect officers
4. Submit charter paperwork, fees, and dues to World Headquarters
5. Plan charter presentation meetings

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A DISTRICT DIRECTOR **B** CLUB GROWTH DIRECTOR **C** CLUB SPONSOR **D** CLUB MENTOR

4. **TELL** area and division directors that these responsibilities belong to **club sponsors**.





5. **SHOW** the Club Builders 2 slide.

The slide is titled "CLUB BUILDERS RESPONSIBILITIES GAME" and features the Toastmasters International logo. The main heading is "Club-building Responsibilities". The list of responsibilities includes: 1. Recruit, train, and supervise club-building team members, club sponsors, and club mentors; 2. Receive leads from district director and World Headquarters; 3. Assist with prospect visits; 4. Help plan demonstration meetings; 5. Attend demonstration meetings and pre-charter information meetings. At the bottom, there are four role indicators: A DISTRICT DIRECTOR, B CLUB GROWTH DIRECTOR, C CLUB SPONSOR, and D CLUB MENTOR.

6. **TELL** area and division directors that these responsibilities belong to **club growth director**.



7. **SHOW** the Club Builders 3 slide.

The slide is titled "CLUB BUILDERS RESPONSIBILITIES GAME" and features the Toastmasters International logo. The main heading is "Club-building Responsibilities". The list of responsibilities includes: 1. Receive leads from World Headquarters; 2. Confirms alignment of new clubs. At the bottom, there are four role indicators: A DISTRICT DIRECTOR, B CLUB GROWTH DIRECTOR, C CLUB SPONSOR, and D CLUB MENTOR.

8. **TELL** area and division directors that these responsibilities belong to **district directors**.

9. **SHOW** the Club Builders 4 slide.

CLUB BUILDERS RESPONSIBILITIES GAME

Club-building Responsibilities

1. Guide clubs through first six to 12 months
2. Ensure club officers understand duties and how to perform them
3. Familiarize club officers with Toastmasters education program
4. Familiarize club officers with Distinguished Club Program

10a

A DISTRICT DIRECTOR **B** CLUB GROWTH DIRECTOR **C** CLUB SPONSOR **D** CLUB MENTOR

10. **TELL** area and division directors that these responsibilities belong to **club mentors**.
11. **TELL** area and division directors which of the two groups answered the most questions correctly, and congratulate the winning group.

District Director

1. **SHOW** the District Director slide.

District Director

Club-building Responsibilities

- ▶ Receive club leads from World Headquarters
- ▶ Confirms the alignment of new clubs with the district

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2. **PRESENT**
- ▶ The district director receives leads from World Headquarters.
 - ▶ These leads are generated through the website, phone calls, tradeshows, and emails.
 - ▶ The district director confirms the alignment of new clubs with the district.





Club Growth Director

1. **SHOW** the Club Growth Director slide.

Club Growth Director

Club-building Responsibilities

- ▶ Recruit, train, and supervise club-building team
- ▶ Receive leads
 - May forward leads to area and division directors
- ▶ As chair of the district marketing committee
 - Assist club-building team
 - Assist demonstration meeting team

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2. **PRESENT**

- ▶ The club growth director has several club-building responsibilities:
 - ▶ Recruit, train, and supervise club-building team members, club sponsors, and club mentors.
 - ▶ Receive leads from the district director and World Headquarters that may be forwarded to area and division directors.
 - ▶ Assist with prospect visits.
 - ▶ Help plan demonstration meetings.
 - ▶ Attend demonstration meetings and pre-charter meetings.
- ▶ Some districts have a district marketing committee, chaired by the club growth director, which may include teams responsible for specific tasks:
 - ▶ Club-building team
 - ▶ Demonstration meeting team



Club Sponsors

1. **SHOW** the Club Sponsors slide.

Club Sponsors

Club-building Responsibilities

- ▶ Follow-up on leads
- ▶ Serve as contact for demonstration meetings
- ▶ Recruit members in new clubs
- ▶ Show new clubs how to hold meetings and elect officers
- ▶ Submit charter paperwork, fees, and dues
- ▶ Plan charter presentation meetings

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2. **PRESENT**

- ▶ Club sponsors help groups become clubs.
- ▶ Typically, two club sponsors are assigned to assist each group until the group is chartered as a Toastmasters club.

- ▶ Club sponsors have several club-building responsibilities:
 - ▶ Follow up club leads.
 - ▶ Serve as the contact for demonstration meetings and pre-charter information meetings.
 - ▶ Generate interest and recruit members for new clubs.
 - ▶ Show new clubs how to hold meetings and elect officers.
 - ▶ Submit charter paperwork, fees, and dues to World Headquarters.
 - ▶ Plan charter presentation meetings.
- ▶ Club sponsors may find it helpful to draw on the experience of charter Toastmasters members.
- ▶ Club sponsors may receive club-building credit toward an Advanced Leader Silver award.

Club Mentors

1. **SHOW** the Club Mentors slide.

Club Mentors

Club-building Responsibilities

- ▶ Guide clubs through first six to 12 months
- ▶ Ensure club officers understand duties
- ▶ Familiarize club officers with Toastmasters education program
- ▶ Familiarize club officers with Distinguished Club Program
- ▶ Help recruit and retain members

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2. **PRESENT**

- ▶ Club mentors have several club-building responsibilities:
 - ▶ Communicate with club sponsors and coordinate activities.
 - ▶ Guide clubs through the first six to 12 months.
 - ▶ Ensure club officers understand their duties and how to perform them.
 - ▶ Help recruit and retain members.
 - ▶ Familiarize club officers with the Toastmasters education program and the Distinguished Club Program.
- ▶ Club mentors may find it helpful to draw on the experience of charter Toastmasters members.
- ▶ Club mentors may receive club-building credit toward an Advanced Leader Silver award.





Club-building Team Support

1. **SHOW** Club-building Team Support slide.



The slide is titled "Club-building Team Support" and features the Toastmasters logo in the top right corner. The content is as follows:

- ▶ Club-building efforts are supported by:
 - Committees and teams
 - Area and division directors
 - Serve as members of a district committee
 - Club extension committee
 - Marketing committee
 - Generate leads
 - Find club sponsors and club mentors
 - Facilitate and attend demonstration meetings and pre-charter information meetings

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2. **PRESENT**

- ▶ The district may establish any number of committees and teams to support club-building.
- ▶ Area and division directors may support club-building efforts in several ways:
 - ▶ Serve as a member of a district committee, such as a club extension committee with a club extension chair or a marketing committee, which could include a club-building team and demonstration meeting team.
 - ▶ Generate leads to share with the district director and club growth director.
 - ▶ Find club sponsors and club mentors, and serve as a liaison between them and the district.
 - ▶ Facilitate and attend demonstration meetings and pre-charter information meetings.

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3. **INSTRUCT** area and division directors to spend five minutes completing My Club-building Team in the participant workbook.

5 minutes



4. **TIME** five minutes.

CLUB-BUILDING CYCLE

(20 minutes)

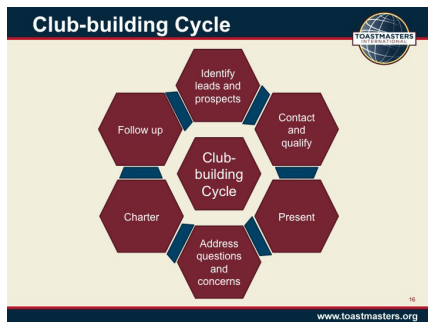
NOTE TO FACILITATOR

The purpose of this section is to describe the process of establishing a club from start to finish.

In this section, area and division directors learn the club-building cycle from prospect or lead to chartered Toastmasters club.

After completing this section, area and division directors will be able to identify the six steps involved in building a club, how leads are generated, and what resources are available for the district.

1. **TELL** area and division directors that they may find it helpful to take notes in the Club-building Cycle section of the participant workbook.
2. **SHOW** the Club-building Cycle slide.



3. **PRESENT**
 - ▶ The club-building cycle typically involves six steps:
 - ▶ Identify leads and prospects
 - ▶ Contact and qualify
 - ▶ Present
 - ▶ Address questions and concerns
 - ▶ Charter
 - ▶ Follow up



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Step 1: Identify Leads and Prospects

1. **SHOW** Step 1: Identify Leads and Prospects slide.

Identify Leads and Prospects

- ▶ Leads can come from
 - World Headquarters
 - Current members
 - Neighbors
 - Coworkers
 - Many other places
- ▶ Assess existing clubs to identify opportunities for new clubs
- ▶ Target opportunities
 - Communities over 10,000 people
 - Corporations over 150 people

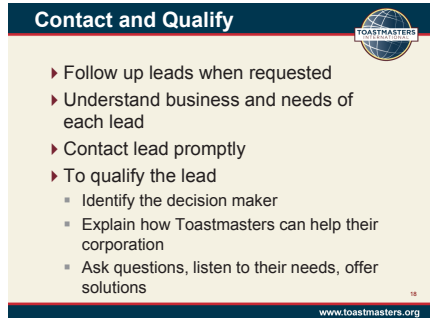
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2. **PRESENT**

- ▶ Although there are thousands of Toastmasters clubs around the world, they represent only a fraction of potential clubs.
- ▶ Club leads can come from anywhere:
 - ▶ World Headquarters
 - ▶ Existing members
 - ▶ Neighbors
 - ▶ Coworkers
- ▶ Area and division directors should begin by assessing the existing clubs in their areas and divisions.
 - ▶ How many clubs are currently in the area or division?
 - ▶ Do companies exist in the area or division that could support clubs?
 - ▶ Are there companies in the area or division that sponsor clubs at other branches or locations? (Email corporaterelations@toastmasters.org to request a corporate club list from World Headquarters.)
 - ▶ When are meetings usually held? (Maybe there are no morning meetings in the area. Perhaps no club in the division meets during the weekend.)
- ▶ By answering these questions, area and division directors identify opportunities for new clubs:
 - ▶ Any community with at least 10,000 people
 - ▶ Corporations with at least 150 employees
- ▶ Your area, division, or district may choose to invest in customer relationship management software to keep track of the leads that have been contacted from year to year.

Step 2: Contact and Qualify

1. **SHOW** Step 2: Contact and Qualify slide.



Contact and Qualify

- ▶ Follow up leads when requested
- ▶ Understand business and needs of each lead
- ▶ Contact lead promptly
- ▶ To qualify the lead
 - Identify the decision maker
 - Explain how Toastmasters can help their corporation
 - Ask questions, listen to their needs, offer solutions

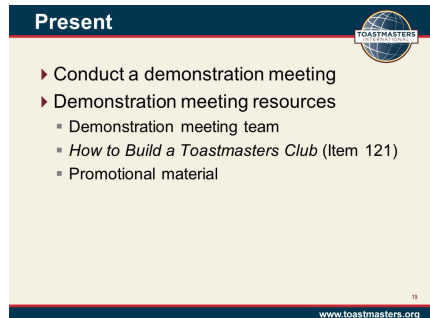
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2. **PRESENT**

- ▶ District directors and club growth directors may ask area or division directors to follow up leads from World Headquarters.
- ▶ Make sure you understand the business and the needs of each lead.
- ▶ Contact the lead within a week — in person, by phone, email, or as advised by the club growth director.
- ▶ Qualify the lead:
 - ▶ If following up a corporate lead, identify a decision-maker with the authority to form a club.
 - ▶ Explain how Toastmasters can help the decision-maker to make a good impression in the corporation.
 - ▶ Ask questions, listen to the needs of the corporation, and give solutions to problems.

Step 3: Present

1. **SHOW** Step 3: Present slide.



Present

- ▶ Conduct a demonstration meeting
- ▶ Demonstration meeting resources
 - Demonstration meeting team
 - *How to Build a Toastmasters Club* (Item 121)
 - Promotional material

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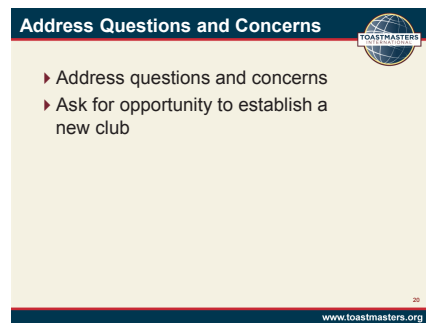


2. **PRESENT**

- ▶ Conduct a demonstration meeting.
 - ▶ Your district may have a demonstration meeting team.
 - ▶ Refer to *How to Build a Toastmasters Club* (Item 121).
 - ▶ Take promotional materials to the demonstration meeting, such as Clear Communication (Item 103), All about Toastmasters (Item 124), and an issue of *Toastmaster* magazine.

Step 4: Address Questions and Concerns

1. **SHOW** Step 4: Address Questions and Concerns slide.



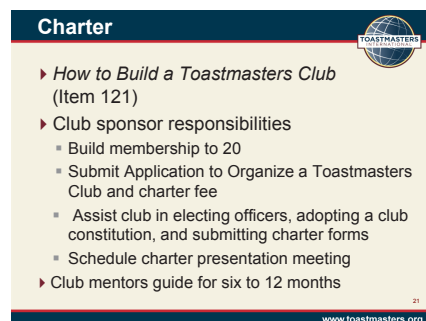
2. **PRESENT**

- ▶ Be available to address questions and concerns immediately after a demonstration meeting and later.
- ▶ Everyone involved in conducting a demonstration meeting should be prepared to answer questions.
- ▶ After answering questions and alleviating concerns, ask for the opportunity to establish a new club.



Step 5: Charter

1. **SHOW** Step 5: Charter slide.

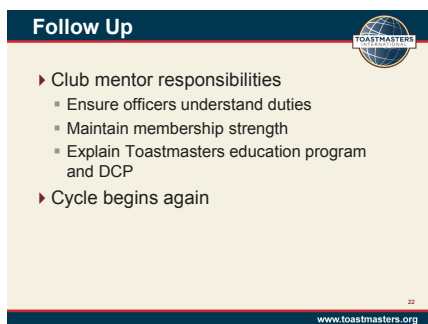


2. **PRESENT**

- ▶ Refer to *How to Build a Toastmasters Club* (Item 121) for a step-by-step guide to chartering a club.
- ▶ Club sponsors have special responsibilities at this stage of the club-building process:
 - ▶ Build membership to at least 20.
 - ▶ Submit to World Headquarters the Application to Organize a Toastmasters Club and the charter fee. (Upon receipt World Headquarters sends a charter kit.)
 - ▶ Assist the club in electing officers, adopting a club constitution, and submitting charter forms.
 - ▶ Work with the district director and club growth director to schedule a charter presentation meeting.
- ▶ Once the club is chartered, club mentors guide the club for six to 12 months.

Step 6: Follow Up

1. **SHOW** Step 6: Follow Up slide.



Follow Up

- ▶ Club mentor responsibilities
 - Ensure officers understand duties
 - Maintain membership strength
 - Explain Toastmasters education program and DCP
- ▶ Cycle begins again

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2. **PRESENT**

- ▶ Club mentors have special responsibilities at the follow-up stage of the club-building process:
 - ▶ Ensure that officers understand their duties and how to perform them.
 - ▶ Maintain membership strength by recruiting and retaining members.
 - ▶ Explain the Toastmasters education program and the Distinguished Club Program to the club.
- ▶ Club mentors may receive leads from new club members, and the cycle begins again.

3. **INSTRUCT** area and division directors to spend five minutes completing Next Steps in the participant workbook so they have a roadmap to follow after training.

4. **TIME** five minutes.



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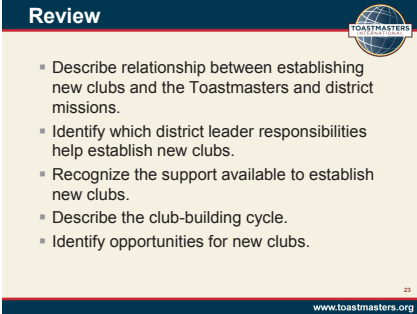


5 minutes



CONCLUSION

1. **SHOW** the Review slide.



Review

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

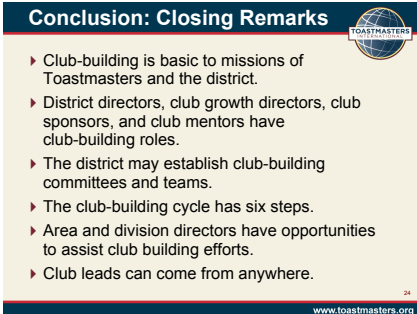
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2. **PRESENT** the session objectives:

- ▶ 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



3. **SHOW** the Conclusion: Closing Remarks slide.



Conclusion: Closing Remarks

- ▶ Club-building is basic to missions of Toastmasters and the district.
- ▶ District directors, club growth directors, club sponsors, and club mentors have club-building roles.
- ▶ The district may establish club-building committees and teams.
- ▶ The club-building cycle has six steps.
- ▶ Area and division directors have opportunities to assist club building efforts.
- ▶ Club leads can come from anywhere.

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4. **PRESENT**

- ▶ Club-building is basic to the missions of Toastmasters and the district.
- ▶ District directors, club growth directors, club sponsors, and club mentors play specific roles in club-building.
- ▶ The district may establish other committees and teams to focus on establishing clubs.
- ▶ The club-building cycle includes six steps.
- ▶ Area and division directors have opportunities to assist in each of the club-building steps.
- ▶ Club leads can come from anywhere.

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5. **INSTRUCT** area and division directors to spend five minutes completing the evaluation in the participant workbook.

5 minutes



6. **TIME** five minutes.