



# TOASTMASTERS INTERNATIONAL DISTRICT **RECOGNITION** PROGRAM



**WHERE LEADERS  
ARE MADE**



TOASTMASTERS INTERNATIONAL  
District **RECOGNITION** PROGRAM

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**WHERE LEADERS  
ARE MADE**  
[www.toastmasters.org](http://www.toastmasters.org)

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# MISSIONS, VALUES, AND PROMISES

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## **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 Core Values**

- ▶ Integrity
- ▶ Respect
- ▶ Service
- ▶ Excellence

## **Toastmasters International Brand Promise**

Empowering individuals through personal and professional development.

This is the promise Toastmasters International makes to club members. Once we have reached this goal consistently, through all clubs across the globe, we will have achieved club excellence.

## **A Toastmaster's Promise**

As a member of Toastmasters International and my club, I promise

- ▶ To attend club meetings regularly
- ▶ To prepare all of my projects to the best of my ability, basing them on the Toastmasters education program
- ▶ To prepare for and fulfill meeting assignments
- ▶ To provide fellow members with helpful, constructive evaluations
- ▶ To help the club maintain the positive, friendly environment necessary for all members to learn and grow
- ▶ To serve my club as an officer when called upon to do so
- ▶ To treat my fellow club members and our guests with respect and courtesy
- ▶ To bring guests to club meetings so they can see the benefits Toastmasters membership offers
- ▶ To adhere to the guidelines and rules for all Toastmasters education and recognition programs
- ▶ To act within Toastmasters' core values of integrity, respect, service, and excellence during the conduct of all Toastmasters activities

# INTRODUCTION

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The Distinguished Club Program serves as the foundation of the District Recognition Program. By focusing on club quality and member satisfaction, the District Recognition Program (which encompasses the Distinguished Area, Division, and District programs) maximizes leadership opportunities and provides tools for District leaders to be successful. The District Recognition Program begins on July 1 of each year and runs until June 30 of the following year.

In this manual, you will learn about the recognition requirements for Areas, Divisions, and Districts. By meeting certain **qualifying requirements**, all Areas, Divisions, and Districts are eligible for Distinguished, Select Distinguished, and President's Distinguished recognition.

## NEED HELP?

Check out our frequently asked questions available on the Toastmasters International website: [www.toastmasters.org/faq](http://www.toastmasters.org/faq). In addition, you may contact World Headquarters for assistance with any questions or concerns: [www.toastmasters.org/contactus](http://www.toastmasters.org/contactus).

## Foundation for Success

All levels of the District Recognition Program are focused on promoting, developing, and sustaining quality clubs. When clubs possess characteristics of quality, the member experience is enhanced. A primary objective of Areas, Divisions, and Districts is to support clubs in providing the best possible member experience thereby improving member retention.

How can you create the best possible member experience in clubs in your Area, Division, or District? First impressions are crucial. As a Toastmasters leader, you want every new and prospective member's initial interaction with the club to be a positive one. Toastmasters defines these decisive times when initial impressions are being created as *Moments of Truth* (Item 290).

### Moments of Truth

<b>First Impressions</b>	Clubs ensure that guests' experiences and observations become first impressions that encourage them to return.
<b>Membership Orientation</b>	Clubs acquaint new members with the Toastmasters education and recognition programs, their responsibility to the club and the club's responsibility to the member.
<b>Fellowship, Variety, and Communication</b>	Clubs offer a warm, friendly, and supportive environment that encourages enjoyable learning.
<b>Program Planning and Meeting Organization</b>	Club meetings are carefully planned, with well-prepared speakers and useful evaluations.
<b>Membership Strength</b>	Clubs have sufficient numbers of members to provide leadership and fill meeting and committee assignments. Clubs participate in membership-building and retention practices.
<b>Achievement Recognition</b>	Clubs monitor members' progress toward goals, submit completed award applications immediately, and consistently recognize member achievement.

When put into action, the six *Moments of Truth* form the road map to realizing Toastmasters' mission, core values, and promises. They are critical elements for success and distinction that transform successful clubs into Distinguished ones. Distinguished clubs, in turn, are the basis for Distinguished Areas, Divisions, and Districts. Renewing focus on the club and the member benefits everyone.

Let *Moments of Truth*, part of *The Successful Club Series*, be your guide to delivering quality service and outstanding member experiences.

## The Importance of Teamwork

Earning recognition for your Area, Division, or District is not something that you can accomplish by yourself. It takes a team of people who are dedicated to a common goal, have a plan, and execute it well. They share responsibility for their tasks and depend on one another to achieve them. Teams are the most effective way of meeting your Area, Division, and District goals.

Build rapport by getting together with your leadership team frequently. Invite members and your Area, Division, or District council to join you in discussing the vision for your Area, Division, or District. What do you want to accomplish this year? What do you want to accomplish in years to come? The vision should be both attainable and inspiring so that others are motivated to get involved and help the team's effort.

Once you have recorded your vision, identify your goals and the strategies that you'll use to achieve them. Goals must be clearly defined. Are the skills and talents of some of your team members a great fit with certain tasks? Determine who will take what roles and the responsibilities of each member.

Empower volunteers with the resources they need to get the job done. Be sure to meet regularly to evaluate your progress and make adjustments as needed. Emphasize good communication amongst the team and follow up as often as necessary. Offer assistance to resolve any conflicts and challenges that arise.

Make the District mission a reality by staying focused on the clubs and members you serve. Remember, every club is a group of people seeking the opportunity to grow and develop through the Toastmasters education program.

### Teamwork Resources

Listed in order of relevance

*District Leadership Handbook* (Item 222)

[www.toastmasters.org/222](http://www.toastmasters.org/222)

*Moments of Truth* (Item 290)

[www.toastmasters.org/290](http://www.toastmasters.org/290)

*The Successful Club Series* (Item 289)

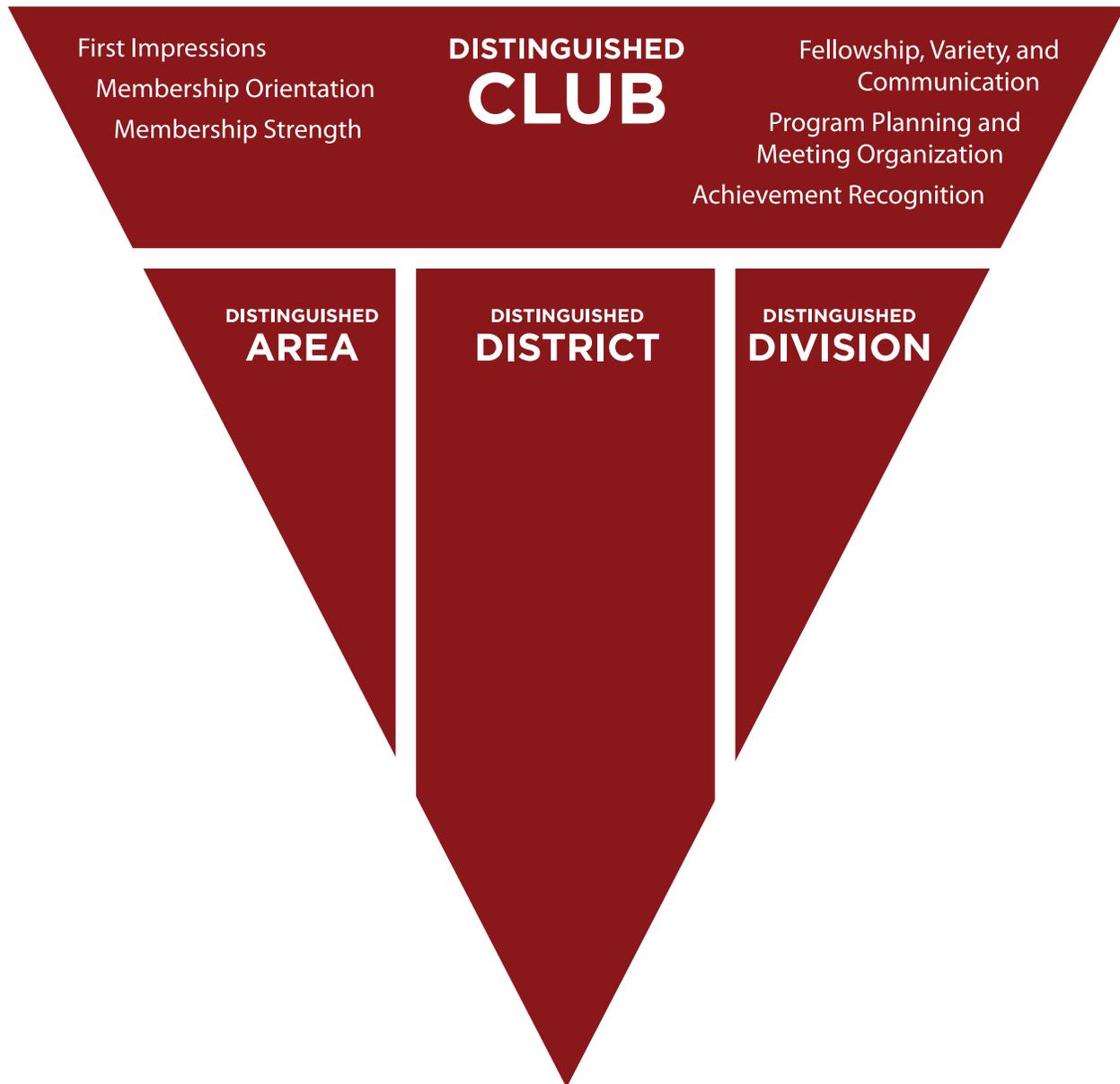
[www.toastmasters.org/289](http://www.toastmasters.org/289)

## Program Overview

As noted previously, the Distinguished Club Program is the foundation of the District Recognition Program. The chart below illustrates the relationship between club, Area, Division, and District.

### MOMENTS OF TRUTH (the member experience)

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## Program at a Glance

	Distinguished Area Program	Distinguished Division Program	Distinguished District Program
<b>Qualifying Requirements</b>	No net club loss Submission of <b>Area Director's Club Visit Report</b> for 75% of club base for first-round visits by November 30 and for second-round visits by May 31	No net club loss	Submission of <b>Division and Area Directors Training Report</b> for 85% of Division and Area Directors by September 30 Submission of <b>District Success Plan</b> by September 30
<b>Distinguished</b>	50% of club base Distinguished	40% of club base Distinguished	1.5% net membership payments growth 1.5% net club growth 40% of club base Distinguished
<b>Select Distinguished</b>	50% of club base plus one Distinguished	45% of club base Distinguished	3% net membership payments growth 3% net club growth 45% of club base Distinguished
<b>President's Distinguished</b>	50% of club base plus one Distinguished and a net club growth of one	50% of club base Distinguished plus net club growth of one	5% net membership payments growth 5% net club growth 50% of club base Distinguished
<b>Smedley Distinguished</b>			8% net membership payments growth 8% net club growth 55% of club base Distinguished

## Terminology and Program Specifications

The following refers to terminology and program specifications mentioned throughout this manual. Familiarizing yourself with this information can help you understand some key components of the District Recognition Program.

### QUALIFYING REQUIREMENTS

A qualifying requirement is a prerequisite or prior condition for participation in the program. For example, if the qualifying requirement is a report due on September 30, but the deadline is not met, a District cannot earn Distinguished recognition even if all other program goals are met. Each of the Distinguished programs (Area, Division, and District) has its own qualifying requirements.

### CLUB BASE

The club base is the number of **paid clubs** assigned to an Area, Division, or District as of July 1. Clubs are considered to be paid when they have submitted payment of membership-renewal dues accompanied by the names of renewing members for the April period. These and new clubs chartered between April 1 and June 30 are counted in the club base.

The club base is used to calculate goals for Areas, Divisions, and Districts for Distinguished recognition. A club base may be revised any time during the year to reflect clubs that pay their April membership-renewal dues after July 1.

**Example:** A District has 100 clubs on July 1, 2016. On October 5, 2016, two clubs in the District submit April 2016 membership-renewal dues. As a result, the District's club base increases to 102.

### MEMBERSHIP PAYMENTS BASE

The membership payments base equals the number of membership payments received by World Headquarters for the period of July 1 to June 30 of the previous program year. These payments may come from renewing members, new members, charter members, dual members, and reinstated members.

The membership payments base is used to calculate the membership payments goal in the Distinguished District Program.

Membership-renewal dues received after July 1 for the previous program year are counted in the membership payments base. Therefore, the membership payments base may be revised at any time during the year to reflect late membership payments for the previous program year.

**Example:** A District has a membership payments base of 1,000 on July 1, 2016. On October 5, 2016, 50 members in the District submit their April 2016 membership-renewal dues. As a result, the District's membership payments base increases to 1,050.

### PAID CLUB

For a club to be considered paid, the club must have at least eight members, at least three of whom must have been members during the previous renewal period.

### CLUB OR MEMBERSHIP PAYMENTS NET GROWTH OR LOSS

Net growth occurs when the total at year-end (June 30) exceeds the base amount. Net loss occurs when the total at year-end (June 30) falls below the base amount.

If there is club or membership payments loss during the program year, it must be recuperated before the Area, Division, or District is able to meet its goals.

### MEMBERSHIP PAYMENTS AT YEAR-END

The total number of membership payments received from clubs in the District (from renewing members, new members, charter members, dual members, and reinstated members) for the period of July 1 to June 30 is the final year-end figure that is used to measure membership-payment growth in each District during the preceding year.

Year-end counts of membership payments may not be adjusted. Payments submitted after June 30 are not added to the membership payments at year-end. However, these late membership payments do increase the **membership payments base** for the current program year.

### NUMBER OF PAID CLUBS AT YEAR-END

The number of paid clubs at year-end (June 30) is the total number of active clubs in an Area, Division, or District that have submitted their April membership-renewal dues by the June 30 deadline and new clubs chartered between April 1 and June 30.

Year-end counts of **paid clubs** may not be adjusted. Clubs that submit their April membership-renewal dues and payments after June 30 are not added to the number of paid clubs at year-end. However, these clubs do affect the **club bases** for the current program year.

### GOAL TOTALS

The tables in this manual list the minimum percentages required to meet specific achievements in the District Recognition Program. As you calculate the goal(s) for your Area, Division, or District achievement(s), your total may be a fraction. If this is the case, always round up and use the next whole number as your total.

**Example:** A District has a club base of 105 clubs. In order to achieve the goal for Distinguished District recognition, the District must obtain a net growth of 3%, which equals 108.15 clubs. The District calculates its goal and the total comes to 108.15. Because the District cannot use a fraction in its total, it must round the total to the next whole number, 109, to qualify for Distinguished District recognition.

### SUBMITTING MATERIALS

Recognition materials—such as the **Area Director's Club Visit Report**, **District Success Plan**, and training reports—may be submitted online through District Central.

In order to receive credit for Distinguished recognition, recognition materials must be received at World Headquarters by 11:59 p.m., Mountain Time, on the specified deadline even if the deadline falls on a weekend or holiday. It's your responsibility, as District leaders, to ensure that materials are legible, complete, and received by the submission deadline. World Headquarters strongly recommends that members, clubs, and Districts use the online services available or an express delivery service to avoid the risks involved in submitting documents via fax.

For security reasons, do not email items that include credit card information.

#### Submitting Materials Resources

Questions about submitting materials

[Districts@toastmasters.org](mailto:Districts@toastmasters.org)

# PROGRAM FOUNDATION

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## The Distinguished Club Program

The Distinguished Club Program recognizes clubs that provide the positive and supportive environment that leads to member success. Quality clubs are at the heart of Toastmasters, and Distinguished clubs are at the heart of the Distinguished Area, Distinguished Division, and Distinguished District Programs.

Clubs earn recognition by achieving up to 10 Distinguished Club Program goals during the year. The 10 goals necessary for this recognition program are listed below.

### QUALIFYING REQUIREMENTS

A qualifying requirement is a prerequisite or prior condition for participation in the program. If a qualifying requirement is not met, clubs may not earn Distinguished recognition even if all of their goals are met.

To be eligible for recognition, clubs must be in good standing in accordance with **Policy 2.0: Club and Membership Eligibility, 4. Good Standing of Clubs**. Clubs must also have either 20 members or a **net growth** of at least five new members as of June 30. Transfer members do not count toward this total until their membership has been paid and is current in their new club.

### GOALS TO ACHIEVE

Following are the goals that clubs should strive to achieve during the year:

#### EDUCATION

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1. Four Level 1 awards achieved
2. Two Level 2 awards achieved
3. Two more Level 2 awards achieved
4. Two Level 3 awards achieved
5. One Level 4, Level 5, or DTM award achieved
6. One more Level 4, Level 5, or DTM award achieved

#### MEMBERSHIP

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7. Four new, dual, or reinstating members
8. Four more new, dual, or reinstating members

#### TRAINING

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9. A minimum of four club officer roles trained during each of the two training periods\*

#### ADMINISTRATION

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10. On-time payment of membership dues accompanied by the names of eight members (at least three of whom must be renewing members) for one period and on-time submission of one club officer list\*

Credit may be received for only one type of education award per member, per year, per club.

A maximum of six will count toward DCP credit.

\*For important information about Goals 9 and 10, please see the **Distinguished Club Program and Club Success Plan** (Item 1111).

## DISTINGUISHED, SELECT DISTINGUISHED, AND PRESIDENT'S DISTINGUISHED RECOGNITION

Achievement	Recognition Earned
Five of 10 goals	Distinguished Club
Seven of 10 goals	Select Distinguished Club
Nine of 10 goals	President's Distinguished Club

### TRACKING PROGRESS

Clubs can track progress toward their goals throughout the year by reviewing the online reports that are posted on the Toastmasters International website at [www.toastmasters.org/distinguishedperformancereports](http://www.toastmasters.org/distinguishedperformancereports).

At year-end, Toastmasters International calculates the number of goals clubs have met and recognizes them as Distinguished, Select Distinguished, or President's Distinguished clubs based on membership and the number of goals achieved.

Toastmasters International notifies all clubs of their recognition status after the close of the program year (June 30).

### AWARDS

If the club earns recognition as a Distinguished, Select Distinguished, or President's Distinguished club, Toastmasters International sends the club president a ribbon for display on the club banner along with a congratulatory letter. The ribbon and letter are included with a year-end summary of the club's achievement in the program.

#### **Distinguished Club Program Resources** Listed in order of relevance

<i>Distinguished Club Program and Club Success Plan</i> (Item 1111)	<a href="http://www.toastmasters.org/1111">www.toastmasters.org/1111</a>
<i>Moments of Truth</i> (Item 290)	<a href="http://www.toastmasters.org/290">www.toastmasters.org/290</a>
Area and Division Director training materials	<a href="http://www.toastmasters.org/trainingmaterials">www.toastmasters.org/trainingmaterials</a>
<i>The Successful Club Series</i> (Item 289)	<a href="http://www.toastmasters.org/289">www.toastmasters.org/289</a>
<i>Master Your Meetings</i> (Item 1312)	<a href="http://www.toastmasters.org/1312">www.toastmasters.org/1312</a>
<i>Membership Growth</i> (Item 1159)	<a href="http://www.toastmasters.org/1159">www.toastmasters.org/1159</a>
<i>Put on a Good Show</i> (Item 220)	<a href="http://www.toastmasters.org/220">www.toastmasters.org/220</a>
Membership building	<a href="http://www.toastmasters.org/membershipbuilding">www.toastmasters.org/membershipbuilding</a>
Questions about the Distinguished Club Program	<a href="mailto:membership@toastmasters.org">membership@toastmasters.org</a>
Questions about online reports	<a href="mailto:support@toastmasters.org">support@toastmasters.org</a>

# DISTRICT RECOGNITION PROGRAM DEFINED

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## Distinguished Area Program

The Distinguished Area Program recognizes Areas that plan, set goals, and achieve success. The program builds on club success and complements the goals that Divisions and Districts set to earn Distinguished recognition. Areas earn Distinguished, Select Distinguished, and President's Distinguished recognition by meeting the goals outlined below. All goals are calculated using an Area's **club base**.

### QUALIFYING REQUIREMENTS

Areas with a **club base** of at least three are automatically contenders for Distinguished recognition. Keep in mind that an Area's **club base** increases if April membership-renewal dues are paid after July 1.

To be considered for recognition, Areas must meet two **qualifying requirements**:

1. Areas must have no **net club loss**.
2. Areas must submit the **Area Director's Club Visit Report** for 75% of their **club bases** for first-round visits by November 30 and for 75% of their **club bases** for second-round visits by May 31.

### DISTINGUISHED, SELECT DISTINGUISHED, AND PRESIDENT'S DISTINGUISHED RECOGNITION

Achievement	Recognition Earned
Distinguished clubs equal to at least 50% of the Area's <b>club base</b>	Distinguished Area
Distinguished clubs equal to at least 50% of the Area's <b>club base</b> plus one more Distinguished club	Select Distinguished Area
Distinguished clubs equal to at least 50% of the Area's <b>club base</b> plus one more Distinguished club and a <b>net club growth</b> of one	President's Distinguished Area

### TRACKING PROGRESS

An Area's goals are established for the year depending on its **club base**. These goals are reflected in reports available on the Toastmasters International website at [www.toastmasters.org/distinguishedperformancereports](http://www.toastmasters.org/distinguishedperformancereports).

### AWARDS

After the end of the Toastmasters year (June 30), Toastmasters International sends all Districts a list of Areas eligible to receive the honor of Distinguished, Select Distinguished, or President's Distinguished Area. All Distinguished Areas receive certificates from their Districts in recognition of their level of achievement.

### Area Director'S CLUB VISITS

In order to foster club quality, Area Directors visit the clubs in their Areas at least twice a year (in a first round and a second round of visits). As the link between the club and the District, Area Directors make themselves available during these visits to answer questions and offer clubs support. This District support helps clubs retain and build membership as a result of positive member experiences.

**Example:** During a club visit, Area Director Vance discovers that the Refrigerated Repartee Club in his Area is not consistently greeting newcomers and making club members available to answer guests' questions. Once Area Director Vance points this out to the club officers, the club renews its focus on first impressions—one of the *Moments of Truth*—causing two guests to join the club who otherwise would have chosen not to.

For credit in the Distinguished Area Program, Area Directors must submit an **Area Director's Club Visit Report** for the first round of visits by November 30, and for the second round of visits by May 31. These reports may be submitted online through District Central.

CLUB NO.	VISIT DATE	AREA	DIVISION	DISTRICT
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# AREA DIRECTOR'S CLUB VISIT REPORT

Club visits are opportunities for the District, through the Area Director, to support clubs and improve club quality. The Area Director's Club Visit Report guides Area Directors in evaluating club quality during these visits by assessing the club at each of the *Moments of Truth* (Item 290). Area Directors identify opportunities for improvement and specify the support that clubs need from the District, helping clubs retain and build membership through positive member experiences. This important contribution on the part of Area Directors helps clubs earn Distinguished recognition.

## FIRST IMPRESSIONS

First impressions are important to club success because guests' positive experiences and observations determine if they return and become members.

In this section, consider the questions as they relate to first impressions.

Describe the atmosphere of the meeting. (Consider meeting set-up, location, friendliness of members, etc.)

	Yes	No		Yes	No
Are guests warmly welcomed?	<input type="checkbox"/>	<input type="checkbox"/>	Are guests invited to address the club?	<input type="checkbox"/>	<input type="checkbox"/>
Are guests given information?	<input type="checkbox"/>	<input type="checkbox"/>	Are guests invited back?	<input type="checkbox"/>	<input type="checkbox"/>
Are guests introduced to club members?	<input type="checkbox"/>	<input type="checkbox"/>			

What current branded material does the club use? (Consider the meeting agenda, signage, guest packets, banner, etc.)

<p>What does the club do well?</p> <div style="border: 1px solid black; height: 60px;"></div>	<p>How can the club improve? Please recommend specific actions.</p> <div style="border: 1px solid black; height: 60px;"></div>	<p>What can the District and I do to help the club improve?</p> <div style="border: 1px solid black; height: 60px;"></div>
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## MEMBERSHIP ORIENTATION

In order to offer members the greatest benefit from the Toastmasters experience, the club must acquaint new members with the Toastmasters education and recognition programs and make members aware of their responsibility to the club and the club's responsibility to the member.

In this section, consider the questions as they relate to membership orientation.

How does the club orient new members? (Consider whether the club has a formal induction ceremony, assigns mentors to new members, discusses the education program, assesses the learning needs of new members, etc.)

<p>What does the club do well?</p> <div style="border: 1px solid black; height: 60px;"></div>	<p>How can the club improve? Please recommend specific actions.</p> <div style="border: 1px solid black; height: 60px;"></div>	<p>What can the District and I do to help the club improve?</p> <div style="border: 1px solid black; height: 60px;"></div>
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## FELLOWSHIP, VARIETY, AND COMMUNICATION

The club retains members by offering a warm, friendly, and supportive environment that encourages enjoyable learning.

In this section, consider the questions as they relate to fellowship, variety, and communication.

How are meetings made enjoyable? (Consider whether Table Topics® are creative, how members are supportive of one another, etc.)

How does the club communicate? (Consider whether club members use email to communicate about club topics, if the club website is kept current, etc.)

How does the club use the Toastmasters International website? Do club members use the Brand Portal (Logos, Images and Templates) resources?

How do club members participate outside of club meetings? (Consider speech contests, District conference, Speechcraft, etc.)

What does the club do well?

How can the club improve?  
Please recommend specific actions.

What can the District and I do  
to help the club improve?

## PROGRAM PLANNING AND MEETING ORGANIZATION

When club meetings are carefully planned, with well-prepared speakers and useful evaluations, members are able to meet their education goals.

In this section, consider the questions as they relate to program planning and meeting organization.

	Yes	No		Yes	No
Is the meeting well-organized?	<input type="checkbox"/>	<input type="checkbox"/>	Has a club member recently conducted a module from <i>The Successful Club Series</i> ?	<input type="checkbox"/>	<input type="checkbox"/>
Is the meeting productive?	<input type="checkbox"/>	<input type="checkbox"/>	Are evaluations effective?	<input type="checkbox"/>	<input type="checkbox"/>
Are meetings held at least monthly?	<input type="checkbox"/>	<input type="checkbox"/>	Are evaluations verbal and written?	<input type="checkbox"/>	<input type="checkbox"/>
Are agendas provided?	<input type="checkbox"/>	<input type="checkbox"/>			
Are all speeches from the education program?	<input type="checkbox"/>	<input type="checkbox"/>			

How are meeting roles assigned and carried out?

What does the club do well?

How can the club improve?  
Please recommend specific actions.

What can the District and I do  
to help the club improve?

## MEMBERSHIP STRENGTH

When the club has enough members to provide leadership and fill meeting and committee assignments, the member experience is heightened.

In this section, consider the questions as they relate to membership strength.

Does the club have 20 or more members?      **Yes**      **No**  
     

How does the club promote membership growth? (Consider whether new-member sponsors are recognized, if regular membership-building programs exist, etc.)

What does the club do to retain members?

List members interested in future leadership roles in the District.

What does the club do well?

How can the club improve?  
Please recommend specific actions.

What can the District and I do  
to help the club improve?

## ACHIEVEMENT RECOGNITION

The club motivates members to stay active by monitoring members' progress toward goals, submitting completed award applications immediately, and consistently recognizing member achievement.

In this section, consider the questions as they relate to achievement recognition.

How are achievements tracked and recognized?

What is the process the club uses to submit award applications?

What does the club do well?

How can the club improve?  
Please recommend specific actions.

What can the District and I do  
to help the club improve?

Information about the club's progress in the Distinguished Club Program can be found at [www.toastmasters.org/distinguishedperformancereports](http://www.toastmasters.org/distinguishedperformancereports).

Does the club actively participate in the Distinguished Club Program?  Yes  No How many members does the club have at the time of the visit? \_\_\_\_\_

DISTINGUISHED CLUB GOAL	What progress has the club made toward this goal?	What can the club do to meet this goal?	Name(s)	Target Date(s)	Has goal been met?
Additional awards					<input type="checkbox"/> Yes <input type="checkbox"/> No
1. Four Level 1 awards achieved					<input type="checkbox"/> Yes <input type="checkbox"/> No
2. Two Level 2 awards achieved					<input type="checkbox"/> Yes <input type="checkbox"/> No
3. Two more Level 2 awards achieved					<input type="checkbox"/> Yes <input type="checkbox"/> No
4. Two Level 3 awards achieved					<input type="checkbox"/> Yes <input type="checkbox"/> No
5. One Level 4, Level 5, or DTM award achieved					<input type="checkbox"/> Yes <input type="checkbox"/> No
6. One more Level 4, Level 5, or DTM award achieved					<input type="checkbox"/> Yes <input type="checkbox"/> No
DISTINGUISHED CLUB GOAL	What progress has the club made toward this goal?	What can the club do to meet this goal?	Target Date	Has goal been met?	
7. Four new, dual, or reinstating members				<input type="checkbox"/> Yes <input type="checkbox"/> No	
8. Four more new dual, or reinstating members				<input type="checkbox"/> Yes <input type="checkbox"/> No	
DISTINGUISHED CLUB GOAL	What progress has the club made toward this goal?	What can the club do to meet this goal?	How will club ensure officers are trained at next opportunity?	Has goal been met?	
9. A minimum of four club officer roles trained during each of the two training periods*				<input type="checkbox"/> Yes <input type="checkbox"/> No	
DISTINGUISHED CLUB GOAL	What progress has the club made toward this goal?	What can the club do to meet this goal?	Target Date	Has goal been met?	
10. On-time payment of membership dues accompanied by the names of eight members (at least three of whom must be renewing members) for one period and on-time submission of one club officer list*				<input type="checkbox"/> Yes <input type="checkbox"/> No	

\*For important information about Goals 9 and 10, please see the **Distinguished Club Program and Club Success Plan** (Item 1111).

**Credit may be received for only one type of education award per member, per year, per club. A maximum of six will count toward DCP credit.**

**For credit in the Distinguished Area Program, submit this form online at District Central by November 30 (for the first visit) and by May 31 (for the second visit).**

## PLANNING AND STRETCHING

Achieving the goals outlined in the **Area Success Plan** and receiving recognition in the Distinguished Area Program are indicators of the importance of Area Directors' contributions to District success. When Areas create and follow a success plan and earn Distinguished recognition, clubs in the Area meet the needs of members who, in turn, experience the benefits of the Toastmasters program.

If you are an Area Director, promote the Distinguished Club Program throughout the year and help every club in your Area become Distinguished. Not only is the Distinguished Area Program dependent on the Distinguished Club Program, the Distinguished Club Program is extremely effective in motivating club achievement and maintaining healthy clubs.

Many Districts encourage Area Directors to stretch the goals outlined in the Distinguished Area Program or accomplish additional goals. For example, rather than striving to get 50% of the Area's **club base** Distinguished, an Area might stretch toward 60%. Deciding to improve service to the member by promoting *Moments of Truth* (Item 290) in clubs with fewer than 10 members is an additional goal. Read the *District Leadership Handbook* (Item 222), and consult with your District Director, Program Quality Director, and Club Growth Director to determine all your Area's goals for the year. Also be sure to maintain frequent contact with District leadership to help track your progress toward your Area's additional goals.

## AREA SUCCESS PLAN

Area teams develop their Area Success Plans based on the needs and goals of the members they serve. First, the Area teams determine how they will communicate, address conflict, and hold themselves accountable. The **Area Success Plan** helps evaluate current situations, establish specific goals, and develop strategies that can be used to achieve success. The plan identifies resources to use in that effort. Finally, the plan calls for Area teams to identify assignments, develop a timetable, and track accomplishments.

The plan should be a team effort. As Area Director, your job is to encourage ideas and cooperation from the clubs and members in your Area. Be sure to incorporate the four essential elements necessary to achieve your goals: what, how, who, and when. If you determine in advance what should be done, when and how it will be accomplished, and who is responsible for doing it, achieving success becomes much easier.

Gather your team of leaders and volunteers at the beginning of the year with the following agenda:

1. Set specific goals.
2. Establish strategies to achieve the goals.
3. Develop a framework to help carry out the plan and produce results.

While the **Area Success Plan** is not a **qualifying requirement** for the Distinguished Area Program and is not submitted to World Headquarters, it is an important tool in meeting the Area's annual and long-term goals and should be shared with other District leaders.

# Area Success Plan

Area \_\_\_\_\_

## District Mission and Purpose

The District mission is to build new clubs and support all clubs in achieving excellence.

The District purpose is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the District, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters education program by:

- ▶ Focusing on the critical success factors as specified by the District educational and membership goals.
- ▶ Ensuring that each club effectively fulfills its responsibilities to its individual members.
- ▶ Providing effective training and leadership-development opportunities for club officers and District leaders.

## Area Director Role

As Area Director, you serve as the direct liaison between the District and clubs. You identify opportunities for clubs in your Area to improve and provide support from the District, helping clubs retain and build membership through positive member experiences. To do this, you perform club visits, maintain regular contact with Club Presidents, and help your Area and the clubs in it earn Distinguished recognition. To accomplish all this, Area Directors build teams, which often include Area Council members, among others.

## Team Composition

Name the members of the Area's core team.  
(These include the Area Director, Area Council members, and others.)

Name the members of the Area's extended team.  
(These may include such people as the Assistant Area Director and club-building committee members.)

## Core Values

Toastmasters International's core values are integrity, respect, service, and excellence. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and envisioned future.

What are the Area's core values?

## Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)

**Potential Obstacles**

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)

**Meeting Protocol**

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team’s meeting practices will be, etc.)

**Team Interactions and Behavioral Norms**

How will decisions be made?

What will be the team’s method of communication? Determine the team’s first preference, second preference, and so on.

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

How will the team resolve differences of opinion?

How will the team support one another?

How will the team ensure equitable participation when completing activities?

How will team members be held accountable for their responsibilities?

How will the core team and extended teams be recognized for their efforts?

**Starting Number**

Club base

**Qualifying Requirements**

No net club loss

Submission of the **Area Director’s Club Visit Report** for 75% of its **club base** for first-round visits by November 30 and for 75% of its **club base** for second-round visits by May 31

Club base x 0.75

**Goal: Distinguished Clubs and Club Growth**

- Distinguished

 Club base x 0.5
- Select Distinguished

 Club base x 0.5 + 1 Distinguished club
- President’s Distinguished

 Club base x 0.5 + 1 Distinguished club + 1 club

**Situation Analysis**

What is the current situation in the Area? What percent of Area clubs are typically Distinguished? Do members understand how to achieve success? Does the Area have special challenges? (One situation might be that members in the Area do not know how to achieve success. Another situation might be that the District has identified three solid new club prospects.)

**Strategy**

What strategies will the Area take? What has worked in the past? What has not? What new programs or incentives could the Area implement? How will the Area promote existing programs? How have other Areas been successful? What could the Area do to stretch this goal? (The strategy might include tactics, such as promoting the Distinguished Club Program during club visits, contacting Club Growth Directors for club leads, and scheduling demonstration meetings.)

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

**Resources**

What people, equipment, meeting places, and money does the Area have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Club Presidents and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

**Assignments**

Who is in charge of each tactic? Who is on each team? What are each team member's specific responsibilities?

Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

**Timetable**

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

**Additional Goals**

Answer the same types of questions to reach each additional Area goal. Additional goals might have to do with new leadership opportunities or better service to members. Where else is there room for improvement in the Area?

**Goal**

What specific, measurable, attainable, and relevant additional goal can the Area meet?

**Situation Analysis**

What is the current situation in the Area? Do members understand how to achieve success? Does the Area have special challenges?

**Strategy**

What strategies will the Area take? What has worked in the past? What has not? What new programs or incentives could the Area implement? How will the Area promote existing programs? How have other Areas been successful? What could the Area do to stretch this goal?

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

**Resources**

What people, equipment, meeting places, and money does the Area have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal?

**Assignments**

Who is in charge of each tactic? Who is on each team? What are each team member's specific responsibilities?

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

### Timetable

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

### Signatures

\_\_\_\_\_  
Area Director

\_\_\_\_\_  
Date

\_\_\_\_\_  
Team member and role

\_\_\_\_\_  
Date

## **Distinguished Area Program Resources**

Listed in order of relevance

<i>Distinguished Club Program and Club Success Plan</i> (Item 1111)	<a href="http://www.toastmasters.org/1111">www.toastmasters.org/1111</a>
<i>District Leadership Handbook</i> (Item 222)	<a href="http://www.toastmasters.org/222">www.toastmasters.org/222</a>
<i>Moments of Truth</i> (Item 290)	<a href="http://www.toastmasters.org/290">www.toastmasters.org/290</a>
<i>The Successful Club Series</i> (Item 289)	<a href="http://www.toastmasters.org/289">www.toastmasters.org/289</a>
<i>Serving Clubs through Visits: A Guide for Area Directors</i> (Item 219)	<a href="http://www.toastmasters.org/219">www.toastmasters.org/219</a>
Area Director's Club Visit Report	<a href="http://www.toastmasters.org/1471">www.toastmasters.org/1471</a>
Area and Division Director training materials	<a href="http://www.toastmasters.org/trainingmaterials">www.toastmasters.org/trainingmaterials</a>
<i>Master Your Meetings</i> (Item 1312)	<a href="http://www.toastmasters.org/1312">www.toastmasters.org/1312</a>
<i>Membership Growth</i> (Item 1159)	<a href="http://www.toastmasters.org/1159">www.toastmasters.org/1159</a>
<i>Put on a Good Show</i> (Item 220)	<a href="http://www.toastmasters.org/220">www.toastmasters.org/220</a>
District Leader Tools	<a href="http://www.toastmasters.org/Districtleadertoolkit">www.toastmasters.org/Districtleadertoolkit</a>
Membership Building	<a href="http://www.toastmasters.org/membershipbuilding">www.toastmasters.org/membershipbuilding</a>
Brand Portal (Logos, Images and Templates)	<a href="http://www.toastmasters.org/brandportal">www.toastmasters.org/brandportal</a>
Questions about the Distinguished Area Program	<a href="mailto:Districts@toastmasters.org">Districts@toastmasters.org</a>
Questions about online reports	<a href="mailto:support@toastmasters.org">support@toastmasters.org</a>

## Distinguished Division Program

The Distinguished Division Program recognizes Divisions that plan, set goals, and achieve success. The program builds on club success and complements the goals that Districts set to earn Distinguished recognition. Divisions earn Distinguished, Select Distinguished, and President's Distinguished recognition by meeting the goals outlined below. Division goals are established based on the number of clubs and Areas in a Division.

### QUALIFYING REQUIREMENTS

Divisions with at least three Areas are automatically contenders for Distinguished recognition.

To be considered for recognition, Divisions must meet one **qualifying requirement**:

1. Divisions must have no **net club loss**.

### DISTINGUISHED, SELECT DISTINGUISHED, AND PRESIDENT'S DISTINGUISHED RECOGNITION

Achievement	Recognition Earned
Distinguished clubs equal to at least 40% of the Division's <b>club base</b>	Distinguished Division
Distinguished clubs equal to at least 45% of the Division's <b>club base</b>	Select Distinguished Division
Distinguished clubs equal to at least 50% of the Division's <b>club base</b> plus <b>net growth</b> of one	President's Distinguished Division

### TRACKING PROGRESS

A Division's goals are established for the year depending on its **club base**. These goals are reflected in reports available on the Toastmasters International website at [www.toastmasters.org/distinguishedperformancereports](http://www.toastmasters.org/distinguishedperformancereports).

### AWARDS

After the end of the Toastmasters year, Toastmasters International sends all Districts a list of Divisions eligible to receive the honor of Distinguished, Select Distinguished, or President's Distinguished Division. All Distinguished Divisions receive certificates from their Districts in recognition of their level of achievement.

### PLANNING AND STRETCHING

Achieving the goals outlined in the **Division Success Plan** and receiving recognition in the Distinguished Division Program are indicators of the importance of Division Directors' contributions to District success. When Divisions create and follow a success plan and earn Distinguished recognition, Areas in the Division help clubs meet the needs of members who, in turn, experience the benefits of the Toastmasters program.

The Distinguished Division Program is dependent on the Distinguished Club Program. The Distinguished Club Program is extremely effective in motivating club achievement and maintaining healthy clubs. If you are a Division Director, promote the Distinguished Area Program and Distinguished Club Program throughout the year. Help Areas support clubs in becoming Distinguished.

Many Districts encourage Division Directors to stretch the goals outlined in the Distinguished Division Program or accomplish additional goals. For example, rather than striving to increase the Division's club base by 50%, your Division might stretch toward 60%. You may choose to improve service to the member by starting a campaign encouraging Area Directors to present *Moments of Truth* (Item 290) in clubs with fewer than 10 members; this is an additional goal. Read the *District Leadership Handbook* (Item 222), and consult with your District Director, Program Quality Director, and Club Growth Director to determine all your Division's goals for the year. Also be sure to maintain frequent contact with District leadership to help track your progress toward your Division's additional goals.

## **Division SUCCESS PLAN**

Division teams develop their Division Success Plans based on the needs and goals of the members they serve. First, the Division teams determine how they will communicate, address conflict, and hold themselves accountable. The **Division Success Plan** helps evaluate current situations, establish specific goals, and develop strategies that can be used to achieve success. The plan identifies resources to use in that effort. Finally, the plan calls for Division teams to identify assignments, develop a timetable and track accomplishments.

The plan should be a team effort. As Division Director, your job is to encourage ideas and cooperation from the Area Directors and members in your Division. Be sure to incorporate the four essential elements necessary to achieve your goals: what, how, who, and when. If you determine in advance what should be done, when, and how it will be accomplished and who is responsible for doing it, achieving success becomes much easier.

Gather your team of leaders and volunteers at the beginning of the year with the following agenda:

1. Set specific goals.
2. Establish strategies to achieve the goals.
3. Develop a framework to help carry out the plan and produce results.

While the **Division Success Plan** is not a **qualifying requirement** for the Distinguished Division Program and is not submitted to World Headquarters, it's an important tool in meeting the Division's annual and long-term goals and should be shared with other District leaders.

# Division Success Plan

Division \_\_\_\_\_

### District Mission and Purpose

The District mission is to build new clubs and support all clubs in achieving excellence.

The District purpose is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the District, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- ▶ Focusing on the critical success factors as specified by the District educational and membership goals.
- ▶ Ensuring that each club effectively fulfills its responsibilities to its individual members.
- ▶ Providing effective training and leadership-development opportunities for club officers and District leaders.

### Division Director Role

As Division Director, you support clubs by supporting Area Directors. One of your primary goals as Division Director is to ensure that each club achieves its mission and fulfills its responsibilities to its members. To achieve this, you coordinate activities within the Division, set Division goals, and motivate and guide Area Directors. To accomplish all this, Division Directors build teams, which often include Division Council members among others.

### Team Composition

Name the members of the Division’s core team. (These include the Division Director, Division Council members, and others.)

Name the members of the Division’s extended team. (These may include such people as the Assistant Division Director.)

### Core Values

Toastmasters International’s core values are integrity, respect, service, and excellence. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters’ core values provide a means of guiding and evaluating the organization’s operations, planning, and envisioned future.

What are the Division’s core values?

### Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)

**Potential Obstacles**

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)

**Meeting Protocol**

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team’s meeting practices will be, etc.)

**Team Interactions and Behavioral Norms**

How will decisions be made?

What will be the team’s method of communication? Determine the team’s first preference, second preference, and so on.

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

How will the team resolve differences of opinion?

How will the team support one another?

How will the team ensure equitable participation when completing activities?

How will team members be held accountable for their responsibilities?

How will the core team and extended teams be recognized for their efforts?

**Starting Number**

Club base

**Qualifying Requirements**

No net club loss

**Goal: Distinguished Clubs and Club Growth**

- |                           |   |                          |
|---------------------------|---|--------------------------|
| Distinguished             | <input style="width: 30px; height: 30px;" type="checkbox"/> | Club base x 0.4          |
| Select Distinguished      | <input style="width: 30px; height: 30px;" type="checkbox"/> | Club base x 0.45         |
| President's Distinguished | <input style="width: 30px; height: 30px;" type="checkbox"/> | Club base x 0.5 + 1 club |

**Situation Analysis**

What is the current situation in the Division? What percent of Division clubs are typically Distinguished? Do members understand how to achieve success? Does the Division have special challenges? (One situation might be that five clubs in the Division are weak and could dissolve if no action is taken. Another situation might be that the District has identified six solid new club prospects.)

**Strategy**

What strategies will the Division take? What has worked in the past? What has not? What new programs or incentives could the Division implement? How will the Division promote existing programs? How have other Divisions been successful? What could the Division do to stretch this goal? (The strategy might include tactics, such as assigning club coaches to weak clubs and working with Area Directors to contact club leads.)

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

**Resources**

What people, equipment, meeting places, and money does the Division have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal?

**Assignments**

Who is in charge of each tactic? Who is on each team? What are each team member's specific responsibilities?

Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

**Timetable**

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

**Additional Goals**

Answer the same types of questions to reach each additional Division goal. Additional goals might have to do with new leadership opportunities or better service to members. Where else is there room for improvement in the Division?

**Goal**

What specific, measureable, attainable, and relevant additional goal can the Division meet? (An example is to increase Distinguished clubs in the Division by 30%.)

**Situation Analysis**

What is the current situation in the Division? Do members understand how to achieve success? Does the Division have special challenges?

**Strategy**

What strategies will the Division take? What has worked in the past? What has not? What new programs or incentives could the Division implement? How will the Division promote existing programs? How have other Divisions been successful? What could the Division do to stretch this goal?

Tactic 1	<div style="border: 1px solid black; height: 25px;"></div>
Tactic 2	<div style="border: 1px solid black; height: 25px;"></div>
Tactic 3	<div style="border: 1px solid black; height: 25px;"></div>
Tactic 4	<div style="border: 1px solid black; height: 25px;"></div>
Tactic 5	<div style="border: 1px solid black; height: 25px;"></div>

**Resources**

What people, equipment, meeting places, and money does the Division have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal?

**Assignments**

Who is in charge of each tactic? Who is on each team? What are each team member’s specific responsibilities?

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

**Timetable**

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

## Signatures

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Division Director

---

Date

---

Team member and role

---

Date

## **Distinguished Division Program Resources**

Listed in order of relevance

<i>Distinguished Club Program and Club Success Plan</i> (Item 1111)	<a href="http://www.toastmasters.org/1111">www.toastmasters.org/1111</a>
<i>District Leadership Handbook</i> (Item 222)	<a href="http://www.toastmasters.org/222">www.toastmasters.org/222</a>
<i>Moments of Truth</i> (Item 290)	<a href="http://www.toastmasters.org/290">www.toastmasters.org/290</a>
<i>The Successful Club Series</i> (Item 289)	<a href="http://www.toastmasters.org/289">www.toastmasters.org/289</a>
Area and Division Director training materials	<a href="http://www.toastmasters.org/trainingmaterials">www.toastmasters.org/trainingmaterials</a>
<i>Master Your Meetings</i> (Item 1312)	<a href="http://www.toastmasters.org/1312">www.toastmasters.org/1312</a>
<i>Membership Growth</i> (Item 1159)	<a href="http://www.toastmasters.org/1159">www.toastmasters.org/1159</a>
<i>Put on a Good Show</i> (Item 220)	<a href="http://www.toastmasters.org/220">www.toastmasters.org/220</a>
District Leader Tools	<a href="http://www.toastmasters.org/Districtleadertoolkit">www.toastmasters.org/Districtleadertoolkit</a>
Membership Building	<a href="http://www.toastmasters.org/membershipbuilding">www.toastmasters.org/membershipbuilding</a>
Brand Portal (Logos, Images and Templates)	<a href="http://www.toastmasters.org/brandportal">www.toastmasters.org/brandportal</a>
Questions about the Distinguished Division Program	<a href="mailto:Districts@toastmasters.org">Districts@toastmasters.org</a>
Questions about online reports	<a href="mailto:support@toastmasters.org">support@toastmasters.org</a>

## Distinguished District Program

The Distinguished District Program recognizes Districts that meet Toastmasters International's goals in growth and educational achievement. The program is also a management tool for District leaders to focus on increasing membership, forming new clubs, and ensuring clubs are meeting the needs of their members. Ultimately, success in the Distinguished District Program is derived from focus on the member.

Every District that meets recognition program prerequisites and goals may become a Distinguished, Select Distinguished, President's Distinguished or Smedley Distinguished District. The program is designed so that earning recognition is based on performance, not District size.

### QUALIFYING REQUIREMENTS

To be considered for recognition, Districts must meet two **qualifying requirements**:

1. They must submit the **Division and Area Directors Training Report** to World Headquarters by September 30 showing that 85% of Division and Area Directors were trained.
2. They must submit the **District Success Plan** to World Headquarters by September 30.

### DISTINGUISHED, SELECT DISTINGUISHED, PRESIDENT'S DISTINGUISHED, AND SMEDLEY DISTINGUISHED RECOGNITION

Achievement	Recognition Earned
1.5% net membership payments growth, 1.5% net club growth and Distinguished clubs equal to at least 40% of the District's club base	Distinguished District
3% net membership payments growth, 3% net club growth and Distinguished clubs equal to at least 45% of the District's club base	Select Distinguished District
5% net membership payments growth, 5% net club growth and Distinguished clubs equal to at least 50% of the District's club base	President's Distinguished District
8% net membership payments growth, 8% net club growth and Distinguished clubs equal to at least 55% of the District's club base	Smedley Distinguished District

### TRACKING PROGRESS

A District's goals are established for the year based on its **membership payments base** and **club base**. These goals are reflected in reports available on the Toastmasters International website at [www.toastmasters.org/distinguishedperformancereports](http://www.toastmasters.org/distinguishedperformancereports).

## AWARDS

The rewards for Districts that earn recognition are as follows:

	Distinguished District	Select Distinguished District	President's Distinguished District	Smedley Distinguished District
District Director and spouse will receive complimentary convention registration and complimentary tickets to each of the official meal functions and speech contests, if ticketed separately.				X
Single-room accommodation for two additional nights (total of four nights) at the International Convention for the District Director				X
VIP seating at International Convention events (if applicable) for the District Director and spouse				X
Round-trip airfare (coach) to the International Convention for the District Director			X	X
Single-room accommodation for two nights at the International Convention for the District Director		X	X	X
One discounted registration to the International Convention for the District Director and complimentary ticket to the speech contest, if ticketed separately.	X	X	X	
Complimentary admission to the Golden Gavel presentation for the District Director.	X	X	X	X
Awards for the District Director, Program Quality Director, and Club Growth Director presented at the Hall of Fame	X	X	X	X
Patch for the District banner	X	X	X	X
Certificates to recognize those who contributed to the District's success	X	X	X	X

### District Excellence Awards

The Program Quality Directors in Districts that train 85% of their Area and Division Directors and meet Distinguished goals in number of Distinguished clubs receive the Excellence in Program Quality Award.

The Club Growth Directors in Districts that meet Distinguished goals in club and membership payments growth receive the Excellence in Club Growth Award.

Districts that are Distinguished for three or more consecutive years are recognized with an Excellence in Leadership Award.

All of these awards are presented to recipients at the Toastmasters International Convention.

### Division AND Area Director TRAINING

Training your Area and Division Directors using Toastmasters International educational materials is a cornerstone in your efforts to achieve the District mission and be a successful District. This training is also an integral part of the Distinguished District Program.

By training your Area and Division Directors, they have the opportunity to acquire leadership skills and the qualities needed for success. As District leaders, you aid their growth as Toastmasters, professionals, and members of the community. Your training program also contributes greatly toward successful clubs, Areas, and Divisions and aids in gaining recognition at all levels.

The **Division and Area Directors Training Report** must be submitted online through District Central by September 30. While each District conducts training in its unique style, Toastmasters International provides materials that must be used as the core curriculum of every District's training program for Division and Area Directors.





## PLANNING AND STRETCHING

The District mission is to build new clubs and support all clubs in achieving excellence. Areas and Divisions are essential to achieving the mission so collaboration among leaders and volunteers at all levels is necessary to be successful. The **District Success Plan** shows how the District leadership team plans to help build a healthy and growing network of clubs that create positive learning experiences for members.

As District leaders, envision what it takes to meet your District goals. Gather your team to chart your steps toward another successful year. Your vision should include the suggestions and input of Toastmasters leaders and members beyond your District leadership team. A shared vision inspires commitment and ensures that everyone is motivated to work together toward achieving common goals.

As you and your team create your **District Success Plan**, remember that your work truly makes a difference. Your efforts are furthering the Toastmasters International mission of empowering individuals to become more effective communicators and leaders—not only in your District, but around the globe.

District leadership teams should work together to determine goals that will most effectively serve their members every day; these goals may go beyond the scope of the Distinguished District Program. Districts may choose to stretch the goals outlined in the Distinguished District Program or accomplish additional goals. For example, rather than striving to get 50% of the District's **club base** Distinguished, a District might stretch toward 60%. Deciding to improve service to the member by promoting *Moments of Truth* (Item 290) in clubs with fewer than 10 members is an additional goal. As District leaders, encouraging the members in your District to grow can produce outstanding leaders and ensure the success of the District for much longer than a program year. Your team's long-term planning can assist Toastmasters members and have a positive impact in their personal and professional lives.

### District SUCCESS PLAN

District leaders develop their District Success Plans based on the needs and goals of the members they serve. First, the District leadership teams determine how they will communicate, address conflict, and hold themselves accountable. The **District Success Plan** helps evaluate current situations, establish specific goals, and develop strategies that can be used to achieve success. The plan identifies resources to use in that effort. Finally, the plan calls for District leaders to identify assignments, develop a timetable, and track accomplishments.

The plan should be a team effort. Be sure to incorporate the four essential elements necessary to achieve your goals: what, how, who, and when. If you determine in advance what should be done, when and how it will be accomplished, and who is responsible for doing it, achieving success becomes much easier.

Gather your team of leaders and volunteers at the beginning of the year with the following agenda:

1. Set specific goals.
2. Establish strategies to achieve the goals.
3. Develop a framework to help carry out the plan and produce results.
4. Submit the **District Success Plan** to World Headquarters by September 30.\*

\*World Headquarters provides Region Advisors with copies of completed District Success Plans. Region Advisors use this information to help Districts obtain goals.

## District Mission and Purpose

The District mission is to build new clubs and support all clubs in achieving excellence.

The District purpose is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the District, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters education program by:

- ▶ Focusing on the critical success factors as specified by the District educational and membership goals.
- ▶ Ensuring that each club effectively fulfills its responsibilities to its individual members.
- ▶ Providing effective training and leadership-development opportunities for club officers and District leaders.

## Team Composition

Name the members of the District's core team.

Name the members of the District's extended team.

## Core Values

Toastmasters International's core values are integrity, respect, service, and excellence. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and envisioned future.

What are the District's core values?

## Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)

**Potential Obstacles**

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)

**Meeting Protocol**

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)

**Team Interactions and Behavioral Norms**

How will decisions be made?

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

How will the team resolve differences of opinion?

How will the team support one another?

How will the team ensure equitable participation when completing activities?

How will team members be held accountable for their responsibilities?

How will the core team and extended teams be recognized for their efforts?

**Starting Number**

Membership payments base

Club base

Number of Division and Area Directors

**Qualifying Requirements**

Submission of District Success Plan by September 30

Submission of **Division and Area Directors Training Report** for 85% of Division and Area Directors by September 30

Number of Division and Area Directors x 0.85

## Goal 1: Membership Payments Growth

Distinguished	<input type="text"/>	Membership payments base $\times$ 1.015
Select Distinguished	<input type="text"/>	Membership payments base $\times$ 1.03
President's Distinguished	<input type="text"/>	Membership payments base $\times$ 1.05
Smedley Distinguished	<input type="text"/>	Membership payments base $\times$ 1.08

### Situation Analysis

What is the current situation in the District? How many membership payments did the District have last year? Does the District have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)

### Strategy

What strategies will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include tactics, such as creating a contest promoting early submission of membership-renewal dues.)

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

### Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division Directors and gift certificates to the Toastmasters store.)

**Assignments**

Who is in charge of each Tactic? Who is on each team? What are each team member’s specific responsibilities?

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Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

**Timetable**

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

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Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

## Goal 2: Club Growth

Distinguished	<input type="text"/>	Club base x 1.015
Select Distinguished	<input type="text"/>	Club base x 1.03
President's Distinguished	<input type="text"/>	Club base x 1.05
Smedley Distinguished	<input type="text"/>	Club base x 1.08

### Situation Analysis

What is the current situation in the District? How many clubs did the District add last year? Does the District have special challenges? (One situation might be that members in the District do not know how to generate interest in new clubs.)

### Strategy

What strategies will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include tactics, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

**Resources**

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include a club extension committee, a demonstration team, and [newclubs@toastmasters.org](mailto:newclubs@toastmasters.org).)

**Assignments**

Who is in charge of each tactic? Who is on each team? What are each team member’s specific responsibilities?

Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

**Timetable**

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

Tactic 1	
Tactic 2	
Tactic 3	

Tactic 4

Tactic 5

### Goal 3: Distinguished Clubs

Distinguished	<input type="text"/>	Club base x 0.4
Select Distinguished	<input type="text"/>	Club base x 0.45
President's Distinguished	<input type="text"/>	Club base x 0.5
Smedley Distinguished	<input type="text"/>	Club base x 0.55

#### Situation Analysis

What is the current situation in the District? What percent of District clubs are typically Distinguished? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that members in the District do not know how to achieve success. Another situation might be that the District has identified four solid new club prospects.)

#### Strategy

What strategies will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include tactics, such as training all Area and Division Directors on the Distinguished Club Program.)

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

**Resources**

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division Directors and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

**Assignments**

Who is in charge of each tactic? Who is on each team? What are each team member’s specific responsibilities?

Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

**Timetable**

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

Tactic 1	
Tactic 2	
Tactic 3	

Tactic 4

Tactic 5

## Additional Goals

Answer the same types of questions to reach each additional District goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the District?

### Goal

What specific, measurable, attainable, and relevant additional goal can the District meet? (An example of a goal is to add one new Division and three new Areas.)

### Situation Analysis

What is the current situation in the District? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that Areas and Divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)

### Strategy

What strategies will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include tactics, such as assigning a District alignment committee to determine best options for realignment and collaborating with the District Leadership Committee to identify leadership opportunities.)

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

### Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include past District Directors, Area and Division Directors, the District website, and the District Leadership Committee.)

### Assignments

Who is in charge of each tactic? Who is on each team? What are each team member's specific responsibilities?

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

## Timetable

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

--

Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

## Signatures

District Director	Date
Program Quality Director (1)	Date
Program Quality Director (2)	Date
Club Growth Director (1)	Date
Club Growth Director (2)	Date
Team member and role	Date

For your District to qualify for the Distinguished District Program, this entire plan must be submitted online through District Central by September 30.

# PLAN AT A GLANCE

Use this page to keep the basics of your District Success Plan all in one place.

### Starting Numbers

- Membership payments base
- Club base
- Number of Division and Area Directors

### Qualifying Requirements

Submission of District Success Plan by September 30

Submission of **Division and Area Directors Training Report** for 85% of Division and Area Directors by September 30

Number of Division and Area Directors x 0.85

### Goals

	Membership Payments Growth	Club Growth	Distinguished Clubs
Distinguished	Membership payments base x 1.015	Club base x 1.015	Club base x 0.4
Select Distinguished	Membership payments base x 1.03	Club base x 1.03	Club base x 0.45
President’s Distinguished	Membership payments base x 1.05	Club base x 1.05	Club base x 0.5
Smedley Distinguished	Membership payments base x 1.08	Club base x 1.08	Club base x 0.55

### Tracking

Use online reports, available at [www.toastmasters.org/distinguishedperformancereports](http://www.toastmasters.org/distinguishedperformancereports), to keep track of the District’s progress toward its goals. Create milestones throughout the year to measure your progress.

Goal	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Membership Payments Growth												
Club Growth												
Distinguished Clubs												
Additional Goal 1												
Additional Goal 2												
Additional Goal 3												
Additional Goal 4												
Additional Goal 5												

## Distinguished District Program Resources

Listed in order of relevance

<i>Distinguished Club Program and Club Success Plan</i> (Item 1111)	<a href="http://www.toastmasters.org/1111">www.toastmasters.org/1111</a>
<i>District Leadership Handbook</i> (Item 222)	<a href="http://www.toastmasters.org/222">www.toastmasters.org/222</a>
Division and Area Directors Training Report	Visit District Central
Area and Division Director training materials	<a href="http://www.toastmasters.org/trainingmaterials">www.toastmasters.org/trainingmaterials</a>
<i>Moments of Truth</i> (Item 290)	<a href="http://www.toastmasters.org/290">www.toastmasters.org/290</a>
<i>Membership Growth</i> (Item 1159)	<a href="http://www.toastmasters.org/1159">www.toastmasters.org/1159</a>
<i>Put on a Good Show</i> (Item 220)	<a href="http://www.toastmasters.org/220">www.toastmasters.org/220</a>
District Leader Tools	<a href="http://www.toastmasters.org/Districtleadertoolkit">www.toastmasters.org/Districtleadertoolkit</a>
Brand Portal (Logos, Images and Templates)	<a href="http://www.toastmasters.org/brandportal">www.toastmasters.org/brandportal</a>
Membership Building	<a href="http://www.toastmasters.org/membershipbuilding">www.toastmasters.org/membershipbuilding</a>
Recognizing District members for performance excellence	<a href="http://www.toastmasters.org/localrecognition">www.toastmasters.org/localrecognition</a>
Questions about the Distinguished District Program	<a href="mailto:Districts@toastmasters.org">Districts@toastmasters.org</a>
Questions about online reports	<a href="mailto:support@toastmasters.org">support@toastmasters.org</a>



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