



STARTING FROM SCRATCH  
**HOW TO SPONSOR A NEW CLUB**

Area and Division Director Training



**WHERE LEADERS  
ARE MADE**



## Area and Division Director Training

# STARTING FROM SCRATCH HOW TO SPONSOR NEW CLUBS

### **TOASTMASTERS INTERNATIONAL**

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Item 218H Rev. 9/2017



**WHERE LEADERS  
ARE MADE**

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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 Values**

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

## **Toastmasters International Envisioned Future**

To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development.

## **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
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# THE TRAINING SESSION

## INTRODUCTION

This program is your comprehensive guide for preparing and presenting an effective training session for club sponsors. By the end of this session, the members of your audience will have the knowledge they need to establish new Toastmasters clubs.

Training does not end with the training session; it is a process that continues throughout a leader's term. Let participants know the district leaders are all available to help if questions arise during their time in this role.

## CONDUCTING THE SESSION

*Starting From Scratch – How to Sponsor New Clubs* describes the process of beginning a Toastmasters club and the support needed to establish it. This manual consists of three parts:

- ▶ Definition and explanation of the session
- ▶ A training outline
- ▶ A PowerPoint presentation

### *In Your Own Words*

The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material with your own narrative style. This training may be modified by each district as necessary.

## USING VISUAL AIDS AND HANDOUTS EFFECTIVELY

Visual aids and handouts add interest and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the presenter's outline, are indications for placement of the PowerPoint slides. Each is numbered. Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper, and write on every third or fourth page so succeeding visuals do not show through. Make the letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, such as a projector bulb, extension cord, and extra marking pens.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.

- ▶ Remember not to stand between the screen or flipchart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. If you must turn your back to point out something, pause as you point it out, and then resume speaking only when facing your audience again.

### **HOW TO USE THE SESSION OUTLINE**

The total time for this session is 45 to 60 minutes. Careful attention to time is essential. In preparing for the session, keep two things in mind:

- ▶ Fit your planned discussion into the time allotted for each subject.
- ▶ Allow ample time for group discussion and participation.

Interspersed throughout the outline are boxed segments. These are explicit explanations and guidelines for conducting group exercises and portions of the presentation material. In the columns are keys to visual aids, handouts, and space for you to make notes.

### **CHECKLIST FOR TRAINING**

- Visual aids prepared
- Room arranged and properly equipped
- Handouts prepared
- Supplies and reference materials on hand
- Laptop and projector available
- Flipchart, easel, and marking pens available
- Notepads and pencils available for each participant

### **EVALUATION AND FOLLOW-UP**

Ask the participants to fill out the session evaluation form at the end of this session. Use this information for planning future training sessions.

# OUTLINE

**Trainer:**

Mention the length of the training, the location of the restrooms, and other relevant information.

## INTRODUCTION

The role of sponsor is integral to the success of a new Toastmasters club.

**Trainer:**

Ask the participants, “Why does someone sponsor a new Toastmasters club?”

Possible answers:

- Some want to share the benefits of the Toastmasters education program with others.
- A new learning experience.
- To earn credit toward the path to DTM

V1

Chartering a new club provides even more than this. You also have the opportunity to do the following:

- ▶ Enhance your leadership skills
- ▶ Develop project-management abilities
- ▶ Expand your marketing expertise

V2

## SESSION TOPICS

- ▶ A sponsor’s duties
- ▶ Establish a corporate club
- ▶ Launch a community club
- ▶ Feed their enthusiasm
- ▶ Complete the charter
- ▶ Plan the presentation

V3

## A SPONSOR’S DUTIES

So what does it take to reap all of these benefits and develop these skills? It takes a commitment to performing the duties of a new club sponsor. Your duties as a new club sponsor are:

- ▶ Organize the new club
- ▶ Set up regular club meetings
- ▶ Complete the paperwork and plan the charter presentation

V4

## TYPES OF CLUBS

Before a new club is organized, you need to know what kind of club it is going to be.

- ▶ Corporate
- ▶ Community
- ▶ Advanced
- ▶ Specialty

V5

## ESTABLISH A CORPORATE CLUB

This session will focus on methods for chartering corporate clubs. Many of these same techniques can be used to establish other types of clubs.

### The New Club Information Kit

One of the fundamental tools for starting a new club is the *New Club Information Kit* (Item 123).

This kit includes:

- ▶ *How to Build a Toastmasters Club* (Item 121) that includes the following:
  - Application to Organize a Toastmasters Club (Form 1)
  - Charter Payments (Form 2)
  - Toastmasters Charter Membership Application (Form 3)
  - Charter Club Officer Information (Form 4)
  - Club Information (Form 5)
  - Toastmasters Club Constitution for Member Clubs of Toastmasters International (Form 6A)
  - Addendum of Standard Club Options (Form 6B)
- ▶ Promotional brochures for recruiting members
  - *Take the First Step* (Item 8954)
  - *Find your voice.* (Item 99)
  - *Develop Your Leaders From Within* (Item 103)
  - *All About Toastmasters* (Item 124)

#### Note:

The kit is free and can be requested from World Headquarters by email at [newclubs@toastmasters.org](mailto:newclubs@toastmasters.org).

V6

## Toastmasters Teamwork

Another tool for starting a new club is your support team. The team working to charter a new club usually consists of the following:

- ▶ Two sponsors
- ▶ Two mentors
  - Experienced members who may join the newly chartered club and provide support and guidance through the new club's first six months to one year

- ▶ The district director
  - Responsible for appointing all sponsors and mentors for new Toastmasters clubs
- ▶ The club growth director
  - Responsible for assisting the district director with appointing sponsors and mentors
- ▶ Other Toastmasters and district leaders who have chartered new clubs and are resources for advice and information

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### Appointment

The names of sponsors must appear on the Application to Organize sent to World Headquarters. The district director or club growth director can also appoint sponsors by emailing [newclubs@toastmasters.org](mailto:newclubs@toastmasters.org) with the names of those sponsors. Having a charter officer sign and return the Get Credit form to World Headquarters is the final step to ensure you are awarded for your sponsorship.

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V7

### Identify Your Target

Most often, the district director and club growth director will already have a lead for a new club—that is, a company or group already has expressed interest in forming a club. This makes the next steps for charting a club a little easier.

Other times, an individual may need to produce his or her own leads. When generating leads, the way to establish a corporate club is to secure the support of a person within the organization who can authorize the formation of the club.

Research before you begin approaching companies. Start by making a list of organizations in your area, and then review their websites. You should look for the following:

- ▶ Company:
  - Size (preferably 250+ employees)
  - Location
  - Revenue
  - Industry
- ▶ Key contacts or decision-makers within the organization
- ▶ Company's:
  - Strategies
  - Key initiatives
  - Priorities
  - Focus and mission
  - Recent news articles pertaining to the company

Use the information you gather to show a company how it will specifically benefit from the Toastmasters education program.

V8

## Introduce Yourself

After completing the research, send an email or letter of introduction to each company contact giving some brief information about Toastmasters. Follow these guidelines for an effective email or letter of introduction:

- ▶ Letter:
  - Print on high-quality Toastmasters stationery.
  - Hand-address and stamp the envelope.
- ▶ Email and letter:
  - Provide preliminary information about Toastmasters using facts from your research.
  - Tell them you will call by phone in a few days to schedule a face-to-face appointment.

**Note:**

It is also helpful to include the brochure *Develop Your Leaders From Within* (Item 103).

V9

## After the Introduction

After you send the email or letter of introduction, follow these steps:

1. Call the decision-makers you contacted by email or letter and make an appointment to see them.
  - Do not spend a lot of time giving details about Toastmasters; this is what the face-to-face meeting is for.
2. Prepare for the meeting.
  - Use the research and consider what you know about the company's needs. For example, if you know that the cost is one of the company's major concerns, compare the cost-efficient value of Toastmasters training to other common types of training.
3. Plan questions to ask during the meeting.
  - Design questions to expose as much information as possible about the value that the organization places on leadership and communication skills.
  - Ask contacts about personal life development and how leadership and communication skills have played a part in it.
4. During the meeting, share the names of other corporations or local companies that already are benefiting from the Toastmasters program.

**Note:**

You can print copies of a list of companies from the Toastmasters International website at [www.toastmasters.org/corporatesponsors](http://www.toastmasters.org/corporatesponsors).

H1

5. Wrap it up.
  - When the discussion comes to a conclusion, give a value statement of Toastmasters membership that meets the needs of the organization.

**Note:**

If the person you meet with does not have the authority to authorize the formation of a club, find out who does and offer to meet with that individual. Provide any information that person will need to make the decision.

V10

### Discussing the Finances

Discussing financial matters can be an uncomfortable task. It is important to be transparent and broach the subject. After the company has given its conceptual support, finalize its financial commitment and determine what portion of the club costs the company will pay.

Usually the company pays the charter fee and new member fee for each member, while members pay their dues. Some companies pay for the banner and other club materials.

V11

### Money Matters

Before conducting a demonstration meeting, whether it's for a potential corporate or community club, plan how to handle any money collected from the prospective club.

A sponsor or one of the new club's officers may begin to collect payment for dues and fees from prospective members during or soon after the club's first meeting. Many clubs choose to open a checking account at this stage. In many countries, it is necessary that the club register as a not-for-profit association before an account may be opened. World Headquarters will apply for this registration for all U.S. clubs. In other countries, the officers of the new club should check with local banks to see what type of documentation is required.

For a corporate club, if the management will be covering the club's expenses, the club will need to handle that internally.

If a club has collected payments from prospective members but does not have a bank account of its own, it may select one of the following options, at its own discretion:

- ▶ Designate a club officer to hold the payments until the club has opened an account.
- ▶ Hold the payments until they are sent to Toastmasters International.
- ▶ Deposit the funds into another local club's account with the agreement of the other club.

Mentors advise and assist the club in selecting which option best suits its needs.

V12

### The Demonstration Meeting

**Trainer:**

Ask participants,

- Have any of you conducted a demonstration meeting?
- Has anyone been in the audience of a Toastmasters demonstration meeting?

Ask those who have conducted a demonstration meeting to share some techniques that worked well for them. Ask those who have been in the demonstration meeting audience what impressed them most about the meeting they attended. Write answers on a flipchart or white board.

A demonstration meeting is a sponsor's opportunity to show prospective members how a Toastmasters meeting is conducted and what the Toastmasters program can do for them. A carefully, well-conducted meeting will excite prospective members and make them eager to form a club.

A typical demonstration meeting requires eight or more experienced Toastmasters, each of whom assumes a meeting role, such as the following:

- |                |                      |
|----------------|----------------------|
| 1. Toastmaster | 5. General Evaluator |
| 2. Timer       | 6. Speaker           |
| 3. Ah-Counter  | 7. Evaluator         |
| 4. Grammarian  | 8. Topicsmaster      |

V13

Remember, your goal is to pique interest. Following are some suggestions to help you plan the meeting:

- ▶ Keep the meeting short and within time limitations.
  - ▶ If time is limited, include only:
    - A short Table Topics™ session
    - One prepared speech
    - One evaluation
- For example, if a sponsor is trying to charter a corporate club and the company has allotted 30 minutes for the demonstration meeting and any other information you plan to present, the sponsor must plan accordingly.
- ▶ Select a demonstration meeting team that will present a good, typical, yet abbreviated Toastmasters club meeting.
  - ▶ Select Toastmasters to assume various roles:
    - A speaker to present a speech
      - ◆ Consider the average speaking experience of the prospective members.
      - ◆ A relatively inexperienced speaker who is not too polished will be less likely to intimidate the prospective members.
      - ◆ An advanced speaker may illustrate how the Toastmasters program helps members become more skilled speakers.
      - ◆ The Toastmaster should make this distinction clear to the audience.
    - An evaluator
      - ◆ for an inexperienced speaker should be positive and gentle, yet helpful.
      - ◆ for an experienced speaker should be more specific, showing that an advanced speaker receives a more detailed evaluation.
  - ▶ Invite high-level representatives of the sponsoring organization (if any).
    - Their presence will show prospective members that the organization supports the new club.
    - Introduce these representatives at the beginning of the demonstration meeting.
  - ▶ Have each person who attends the meeting sign a guest book and provide their name, address, telephone number, and email address.

V14

### Overcoming Possible Barriers

What happens if a sponsor cannot find eight or even three Toastmasters to conduct a demonstration meeting? A sponsor can have a demonstration meeting even if he or she is the only Toastmaster! If a sponsor is conducting a demonstration meeting alone, the sponsor acts as both Toastmaster of the meeting and narrator.

- ▶ Before the demonstration meeting, appoint prospective members to roles or ask for volunteers. Emphasize none of the volunteers will have to speak.
- ▶ During the demonstration meeting, the Toastmaster calls on one of the prospective members, who comes to the lectern and is welcomed by the Toastmaster.
- ▶ The Toastmaster then steps to the side and acts as narrator.
- ▶ Briefly describe what the prospective member would say and do in the assigned role.

V15

### After the Demonstration Meeting

- ▶ Introduce the sponsors and mentors explaining of their roles and responsibilities.
- ▶ Conduct a brief question-and-answer session with the prospective members, allowing the demonstration team to answer the questions.
- ▶ Ask Toastmasters members to share success stories, explaining to the audience how Toastmasters training has helped them in their careers and in their family and community lives.
- ▶ Complete the Application to Organize form that is included in *How to Build a Toastmasters Club* in the New Club Information Kit (or download at [www.toastmasters.org/121](http://www.toastmasters.org/121)).
- ▶ Submit the Application to Organize to World Headquarters with the \$125 fee.

#### Note:

If the company will not cover club expenses, or will partially cover expenses, or if sponsoring a community club, explain the following:

- Charter fees
- International and club dues
- Other potential costs (banner, administrative supplies, etc.)

Ensure that each potential member understands the individual cost.

V16

## LAUNCH A COMMUNITY CLUB

### Toastmasters Teamwork

The support team for community clubs is the same as for company clubs:

- ▶ Two sponsors
- ▶ Two mentors
- ▶ The district director
  - Responsible for appointing sponsors and mentors for community clubs.

- ▶ The club growth director
- ▶ Other Toastmasters and district leaders who have chartered new clubs before and are resources for advice and information

Use the New Club Information Kit (Item 123) in the establishment of a community club.

**Note:**

**A sponsor will not need to perform the research that is necessary to establish a corporate club. It is not necessary to write a formal introductory email or letter.**

Much of a sponsor's energy is spent marketing a community club to gain local interest. Unlike a corporate club, a sponsor does not have the ease of a company's intranet or email to communicate to employees. Work with the district to market and publicize the club to the community.

V17

### **Steps to Chartering**

Follow these steps to charter a community club.

1. Plan a demonstration meeting.
  - Schedule the meeting two to four weeks in advance.
  - Publicize and promote the meeting.

**Note:**

**Get free promotion materials from [www.toastmasters.org/marketingresources](http://www.toastmasters.org/marketingresources) or purchase items from the online store at [www.toastmasters.org/shop](http://www.toastmasters.org/shop).**

2. Collaborate with the district public relations manager to publicize the demonstration meeting in the media.
  - Send announcements to local publications and be sure to include a photo of one of the speakers of action.
  - Send public service announcements to radio and TV stations with taglines that announce the date, time, and place.
3. Contact the local chamber of commerce for a list of businesses and invite the owners and managers to the demonstration meeting.
4. Place posters and announcements on the following:
  - Community bulletin boards
  - Apartment complex laundry rooms and club houses
  - Public libraries
  - Community college campuses
  - Strip malls
  - Local businesses

5. Target specialized groups, using invitation mailings, that will contribute a strong nucleus of potential members to the new club, such as the following:

- Employees of small businesses
- Religious groups
- Military personnel

### **Feed Their Enthusiasm**

After a sponsor has built up the prospective members' interest with the demonstration meeting for either a community or corporate club, the next challenge is to keep that interest and enthusiasm for the club going until the club is ready to charter.

#### **Trainer:**

Ask the participants, "How do you keep the prospective members' interest and enthusiasm?"

Write the answers on a flipchart or white board.

**V18**

A sponsor needs to focus the group on the future and capitalize on the group's eagerness. The following are steps to maintain enthusiasm to charter a club:

1. At the end of the demonstration meeting, announce the following:
  - Date
  - Time
  - Place of next meeting
2. Ask the group to select a temporary:
  - President
  - Treasurer
  - Sergeant at Arms
3. Follow up with reminder notices. Make sure all attendees have given their:
  - Name
  - Address
  - Telephone number
  - Email address
4. Ask the temporary treasurer to collect the money from those who have decided to join.
5. Obtain enough money to pay the charter fee so that members can receive the educational and administrative manuals needed to conduct club meetings.

#### **Note:**

The usual practice for collecting the charter is to divide the \$125 by the number of members you believe will be joining the club, then add that fraction to each charter member's dues.

6. Conclude by thanking everyone for coming and acknowledge the meeting hosts, participants, and anyone else who assisted with the event.

Most prospective clubs do not charter immediately. It can take eight or more meetings before the club can complete the charter requirements. Your job is to keep the enthusiasm going; to ensure everyone stays involved and excited about the new club.

H2

**Trainer:**

Have participants look at Handout 2. Discuss Meeting Outline 1. If time allows, discuss Meeting Outline 2. Ask participants if they have experienced unique meetings that would keep prospective members' enthusiasm going.

V19

### Complete the Charter

As soon as the prospective club reaches 20 members, complete the charter application forms and send them, along with the new members' fees and dues, to World Headquarters.

You will find details about the chartering process and paperwork in the *How to Build a Toastmasters Club* (Item 121) manual at [www.toastmasters.org/121](http://www.toastmasters.org/121).

V20

### Plan the Presentation

The presentation of the charter marks the debut of a new Toastmasters club and is an excellent opportunity to recognize those who helped form the club. It's also a chance to generate publicity for the club, so plan the event carefully.

- ▶ Invite all guests with formal invitations.
  - Contact an area director, division director or district director well in advance of the ceremony date so he or she can plan to attend.
  - Include those individuals instrumental in chartering the club, as well as the following:
    - ◆ Company officials
    - ◆ Local government figures
    - ◆ Area and division directors
    - ◆ Other district officers
- ▶ If another club helped to sponsor the new club, invite its members to attend.

**Note:**

Remember to be considerate of the club budget and plan for expenses involved for these guests.

- ▶ Publicize the charter presentation. Use the following tips when preparing your publicity efforts for corporate and community clubs:
  - Coordinate your publicity efforts with your district public relations manager.
  - Send an announcement to the local media as soon as the charter presentation date is set.
  - Follow up with a more detailed release as close to the date as deadlines will allow.

- If local publications cannot send a photographer to the meeting, send them a photo of the presentation with a caption identifying the following:
  - ◆ People
  - ◆ Date
  - ◆ Place
  - ◆ Occasion
- ▶ Form committees to handle such things as the following:
  - Decorations
  - Seating
  - Arrangements for special guests
  - Entertainment (if any)
  - Registrations
  - Refreshments
  - Banquet service

**Note:**

The Toastmasters International manual *Put on a Good Show – Meeting Planner Handbook* (Item 220) can help you in your preparations.

- ▶ Include a short Toastmasters meeting followed by the charter presentation.
- ▶ Prepare a printed program.

V21

**Trainer:**

Close the program by directing sponsors to *How to Build a Toastmasters Club* (Item 121) for details about charting clubs as well as information regarding chartering speciality or advanced clubs.

# HANDOUT COPY

The handouts that follow may be reproduced for distribution to training session participants. Make certain you accurately project the number of attendees so you won't run short of material. Feel free to revise the material to suit your own style.

# FEATURES, BENEFITS AND VALUE



Features	Benefits	Value to the Individual	Value to the Organization
▶ A self-paced program	▶ Flexibility	▶ Unlimited personal growth	▶ Employee goal achievement
▶ Speech writing and presenting	▶ Critical thinking ▶ Effective presentation delivery	▶ Clear communication ▶ Confidence	▶ Effective employee communication ▶ Better leaders
▶ Weekly interactive meetings	▶ Ongoing experience ▶ Overcoming fears	▶ Skill reinforcement	▶ Improved morale ▶ Enhanced performance
▶ Table Topics®	▶ Thinking quickly	▶ Self-confidence	▶ Better customer communication
▶ Evaluations	▶ Keen listening skills ▶ Constructive feedback	▶ Increased self-awareness ▶ Positive mentoring	▶ More productive teams
▶ Participation in meeting roles	▶ Ease in front of a group	▶ Improved leadership skills	▶ Effective meetings
▶ Opportunity to conduct meetings	▶ Time management skills ▶ Self-confidence and poise	▶ Effectively lead meetings	▶ Increased productivity
▶ Small groups	▶ A supportive environment ▶ A positive atmosphere	▶ Relationship-building	▶ Better teamwork ▶ Improved retention
▶ Opportunity to fulfill officer roles	▶ Leadership development opportunities	▶ Leadership growth ▶ Career advancement	▶ Better leaders
▶ Affordable dues	▶ Cost effectiveness	▶ Positive return on investment	▶ Positive return on investment

# STARTING FROM SCRATCH HOW TO SPONSOR NEW CLUBS



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## MEETING OUTLINE 1

DATE: \_\_\_\_\_

### Objectives:

- Hear Ice Breaker speeches from two of the new Toastmasters.
- Assign new Toastmasters in the program to serve in leadership positions such as Topicsmaster, Ah-Counter, timer, and grammarian.
- Continue to complete charter membership forms and collect individual dues.
- Review specific meeting responsibilities with each assignee.
- Assign next meeting responsibilities.

### Topics to Cover:

- How to organize a speech (see Preparing A Speech on the Toastmasters website: <http://www.toastmasters.org/Resources/Public-Speaking-Tips/Preparing-a-Speech>).
- The Education Program as well as Recognition (see Education Programs on the Toastmasters website: <https://www.toastmasters.org/Education>).

### Meeting Agenda:

- ▶ Introduction of key meeting participants
  - Toastmaster:
  - Timer:
  - Ah-Counter/Grammarian:
  - General Evaluator:
  - Evaluator:
  - Topicsmaster:
- ▶ Table Topics session
- ▶ Discuss items listed above under Topics to Cover
- ▶ Introduction of speakers
  - Speaker:
  - Speaker:
  - Evaluator:
  - Evaluator:
- ▶ General Evaluation

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**TIP:** Generate interest for members to participate in speech contests by discussing the club, area, division, district, region, and International Speech Contests.

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# STARTING FROM SCRATCH HOW TO SPONSOR NEW CLUBS



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## MEETING OUTLINE 2

DATE: \_\_\_\_\_

### Objectives:

- By now, the Charter Kit should have arrived from Toastmasters International. Distribute materials only to those who have paid their dues and the \$20 new member fee.
- Assign new Toastmasters in the program to serve as Toastmaster, Topicsmaster, Ah-Counter, timer, grammarian, and speakers.
- Review specific meeting responsibilities with each assignee.
- Assign next meeting responsibilities.

### Topics to Cover:

- How to introduce a speaker (see *When You're The Introducer*, Item 1167E).
- Effective evaluation (see *Effective Evaluation*, Item 202 and *Evaluate to Motivate*, Item 292).

### Meeting Agenda:

- ▶ Introduction of key meeting participants
  - Toastmaster:
  - Timer:
  - Ah-Counter/Grammarian:
  - General Evaluator:
  - Evaluator:
  - Topicsmaster:
- ▶ Table Topics session
- ▶ Discuss items listed above under Topics to Cover
- ▶ Introduction of speakers
  - Speaker:
  - Speaker:
  - Evaluator:
  - Evaluator:
- ▶ General Evaluation

# STARTING FROM SCRATCH HOW TO SPONSOR NEW CLUBS



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## MEETING OUTLINE 3

DATE: \_\_\_\_\_

### Objectives:

- Continue to involve new Toastmasters in the program by having them serve as Toastmaster, Topicsmaster, Ah-Counter, timer, grammarian, and speakers.
- Form a charter ceremony committee. This should include three new Toastmasters along with the sponsors and mentors.
- Club secretary distributes copies of the club roster.
- Vice president membership reviews membership status of the club and determines, in conjunction with sponsors and mentors, what promotional tasks should be accomplished in preparation for the submittal of the charter application forms.
- Vice president education reviews specific meeting responsibilities with each assignee.
- Assign next meeting responsibilities.

### Topics to Cover:

- The use of body language as a speaker (see *Gestures: Your Body Speaks*, Item 201, and *Using Body Language*, Item 279).
- The Better Speaker Series* (Item 269) and *The Leadership Excellence Series* (Item 310).

### Meeting Agenda:

- ▶ Introduction of key meeting participants
  - Toastmaster:
  - Timer:
  - Ah-Counter/Grammarian:
  - General Evaluator:
  - Evaluator:
  - Topicsmaster:
- ▶ Table Topics session
- ▶ Discuss items listed above under Topics to Cover
- ▶ Introduction of speakers
  - Speaker:
  - Speaker:
  - Evaluator:
  - Evaluator:
- ▶ General Evaluation

---

**TIP:** Beginning with the fifth meeting, the new Toastmasters assume all major roles at every meeting. The sponsors and mentors continue to assist the club by presenting the Topics to Cover session of the meeting, and by providing advice regarding other club issues.

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# STARTING FROM SCRATCH HOW TO SPONSOR NEW CLUBS



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## MEETING OUTLINE 4

DATE: \_\_\_\_\_

### Objectives:

- Obtain a progress report from the charter ceremony committee.
- Set a schedule for executive committee meetings.
- Vice president membership reviews membership status of the club and determines, in conjunction with sponsors and mentors, what promotional tasks should be accomplished in preparation for the submittal of the charter application forms.
- Vice president education reviews seventh meeting responsibilities with each assignee.
- Assign next meeting responsibilities.

### Topics to Cover:

- Membership building programs/recognition (visit website [www.toastmasters.org/membershipbuilding](http://www.toastmasters.org/membershipbuilding)).

### Meeting Agenda:

- ▶ Introduction of key meeting participants
  - Toastmaster:
  - Timer:
  - Ah-Counter/Grammarian:
  - General Evaluator:
  - Evaluator:
  - Topicsmaster:
- ▶ Table Topics session
- ▶ Discuss items listed above under Topics to Cover
- ▶ Introduction of speakers
  - Speaker:
  - Speaker:
  - Evaluator:
  - Evaluator:
- ▶ General Evaluation

---

***TIP:*** Promote the charter ceremony as an important part of the new club's history. A well-planned event provides the new members with a positive starting point.

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# STARTING FROM SCRATCH HOW TO SPONSOR NEW CLUBS



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## MEETING OUTLINE 5

DATE: \_\_\_\_\_

### Objectives:

- Obtain a progress report from the charter ceremony committee. Promote time, place, and attendance to members.
- Vice president public relations prepares and distributes news releases regarding the club to area newspapers and radio stations.
- Submit all charter application forms to Toastmasters International in order that the club be officially recognized, and that all materials arrive in time for the charter ceremony.
- Vice president education introduces assignment schedule for future meetings, with scheduling to be done at least three weeks in advance.
- Vice president education reviews next meeting responsibilities with each assignee.

### Topics to Cover:

- Discuss the importance of a positive club climate.

### Meeting Agenda:

- ▶ Introduction of key meeting participants
  - Toastmaster:
  - Timer:
  - Ah-Counter/Grammarians:
  - General Evaluator:
  - Evaluator:
  - Topicsmaster:
- ▶ Table Topics session
- ▶ Discuss items listed above under Topics to Cover
- ▶ Introduction of speakers
  - Speaker:
  - Speaker:
  - Evaluator:
  - Evaluator:
- ▶ General Evaluation

---

***TIP:*** Let the new Toastmasters know about the education and club materials available through World Headquarters by showing them the online store at [www.toastmasters.org/shop](http://www.toastmasters.org/shop).

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# STARTING FROM SCRATCH HOW TO SPONSOR NEW CLUBS



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## MEETING OUTLINE 6

DATE: \_\_\_\_\_

### Objectives:

- Add an additional speaker to the program if time permits.
- Announce final plans for charter ceremony.
- Vice president membership reviews membership status of club.
- Vice president education reviews assignments for future meetings.
- President makes standing committee assignments with every member on a committee.

### Topics to Cover:

- The continuing role of the district and area in assisting the new club.

### Meeting Agenda:

- ▶ Introduction of key meeting participants:
  - Toastmaster:
  - Timer:
  - Ah-Counter/Grammarian:
  - General Evaluator:
  - Evaluator:
  - Topicsmaster:
- ▶ Table Topics session
- ▶ Discuss items listed above under Topics to Cover
- ▶ Introduction of speakers
  - Speaker:
  - Speaker:
  - Speaker:
  - Evaluator:
  - Evaluator:
  - Evaluator:
- ▶ General Evaluation

---

**TIP:** By now the club should be chartered. The mentors continue to assist the club for at least six months. Detailed information regarding the role of the mentor is sent by World Headquarters when the assignment is made.

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# STARTING FROM SCRATCH HOW TO SPONSOR NEW CLUBS

## SESSION EVALUATION



Date \_\_\_\_\_ Session Name \_\_\_\_\_

Facilitator \_\_\_\_\_

On a scale of one to five, five being the highest rating, please rate the course and facilitator on the following items by circling the number you find most appropriate.

	1	2	3	4	5
1. How relevant was this session to your job in Toastmasters?	1	2	3	4	5
2. Rate the following:					
Course content	1	2	3	4	5
Course material	1	2	3	4	5
Facilitator	1	2	3	4	5
Activities/exercises	1	2	3	4	5
3. Were the objectives clearly stated?	1	2	3	4	5
4. How was the lesson plan organized?	1	2	3	4	5
5. Did the instructional methods clearly illustrate the instructor's plan?	1	2	3	4	5
6. To what extent did the visual aids add to your understanding of the presentation?	1	2	3	4	5
7. How were the meeting facilities?	1	2	3	4	5
8. What are two things you learned that will make you a more effective club mentor?					

Additional Comments



Area and Division Director Training

Starting From Scratch

**How to Sponsor  
New Clubs**



# Introduction

- ▶ Enhance your leadership skills.
- ▶ Develop project-management abilities.
- ▶ Expand your marketing expertise.



# Session Topics

- ▶ A sponsor's duties
- ▶ Establish a corporate club
- ▶ Launch a community club
- ▶ Feed their enthusiasm
- ▶ Complete the charter
- ▶ Plan the presentation



# A Sponsor's Duties

- ▶ Organize the new club.
- ▶ Set up regular club meetings.
- ▶ Complete the paperwork and plan the charter presentation.



# Types of Clubs

- ▶ Corporate
- ▶ Community
- ▶ Advanced
- ▶ Specialty



# Establish a Corporate Club

The New Club  
Information Kit

- ▶ How to Build a Toastmasters Club
- ▶ Forms
- ▶ Promotional brochures



# Establish a Corporate Club

Toastmasters  
Teamwork

- ▶ Two sponsors
- ▶ Two mentors
- ▶ The district director
- ▶ The club growth director
- ▶ Other Toastmasters and district leaders



# Establish a Corporate Club

## Identify Your Target

- ▶ Company
    - Size
    - Location
    - Revenue
  - ▶ Key contacts and decision-makers
- ▶ Company
    - Strategies
    - Key initiatives
    - Priorities
    - Focus and mission
    - Recent news articles



# Establish a Corporate Club

## Introduce Yourself





# Establish a Corporate Club

## After the Introduction

1. Set an appointment
2. Prepare for the meeting
3. Share about other corporations
4. Wrap it up



# Establish a Corporate Club

## Discussing the Finances

- ▶ Finalize its financial commitment.
- ▶ Determine what portion of the club costs the company will pay.



# Establish a Corporate Club

## Money Matters

- ▶ Designate a club officer to hold the payments.
- ▶ Hold the payments until they are sent to Toastmasters International.
- ▶ Deposit the payment into another club's account.



# Establish a Corporate Club

## Demonstration Meetings

- ▶ Toastmaster
- ▶ Timer
- ▶ Ah-Counter
- ▶ Grammarian
- ▶ General Evaluator
- ▶ Speaker
- ▶ Evaluator
- ▶ Topicsmaster



# Establish a Corporate Club

## The Demonstration Meeting

- ▶ Keep the meeting within time limits
- ▶ Include three aspects
- ▶ Select a team
- ▶ Select Toastmasters for various roles
- ▶ Invite high-level representatives
- ▶ Have each guest sign a guest book



# Establish a Corporate Club

## Before the Demonstration

- ▶ Appoint prospective members
- ▶ Ask for volunteers
- ▶ Volunteers need not speak

## During the Demonstration

- ▶ Prospective member comes to lectern when called
- ▶ Toastmaster acts as narrator
- ▶ Toastmaster describes the role



# After the Demonstration

- ▶ Introduce the sponsors and mentors
- ▶ Question-and-answer
- ▶ Toastmasters share success stories
- ▶ Complete Application to Organize
- ▶ Submit Application to Organize and charter fee.



# Launch a Community Club

## Toastmasters Teamwork

- ▶ Two sponsors
- ▶ Two mentors
- ▶ District director
- ▶ Club growth director
- ▶ Other Toastmasters and district leaders



# Launch a Community Club

## Steps to Chartering

- ▶ Plan a demonstration meeting
- ▶ Publicize the meeting
- ▶ Contact the local chamber of commerce
- ▶ Display posters and announcements
- ▶ Target specialized groups



# Feed Their Enthusiasm

## Steps to Chartering

- ▶ Announce the next meeting
- ▶ Select temporary officers
- ▶ Follow up with reminder notices
- ▶ Collect dues
- ▶ Pay the charter fee
- ▶ Conclude with recognition



# Complete the Charter

# www.toastmasters.org/121

**1**  
**Application to Organize a Toastmasters Club**

Send completed forms and payment to:  
2100 Avenue West, Beverly Hills, California, CA 90206 USA  
P.O. Box 9012, Mission Viejo, CA 92690 USA • Phone: 949 458 4231 • Fax: 949 458 1307

The undersigned applicant club hereby applies for membership in Toastmasters International in accordance with Article II, Section 1, of the Articles of Incorporation and Bylaws of Toastmasters International and requests permission to organize a Toastmasters Club in: City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ Date \_\_\_\_\_

It is understood that such permission when granted will give this group the right to use the name, procedures and materials of Toastmasters International as a provisional club for twelve (12) months from the date received by listed headquarters. It is agreed that the right to use the Toastmasters emblem, the name Toastmaster or Toastmasters International shall be conditioned upon compliance for such use being granted by Toastmasters International, such use shall be discontinued if Charter is not granted, or if applicant club shall be required to do so at any time in the future for cause by Toastmasters International. Toastmasters clubs agree they must not use the trademarks and copyrighted materials of other entities in any way without express written permission from the owner. This includes, but is not limited to use in the club's name, club's domain name or other materials or publications.

In order to qualify for a charter, a club must have a minimum of 20 members, 17 of whom cannot belong to another Toastmasters club.\*

All Toastmasters clubs must meet the following minimum requirements meet at least twice (2) times per year, have members give oral speeches and give and receive oral evaluations and give members the opportunity to develop and practice leadership skills.

Members in a Toastmasters club are by invitation only, and subject to vote by the members of the club. No person shall be inducted from membership in a Toastmasters club, and no member shall be deliberately discriminated against, in the conduct of official Toastmasters programs, because of age (except those persons under 18 years of age), race, color, creed, gender, national or ethnic origin, sexual orientation, or physical or mental disability, so long as the individual, through his or her own efforts, is able to participate in the program.

If granted, the Charter and membership may be revoked by Toastmasters International for cause including, but not restricted to, conduct unbecoming a Toastmasters club, failure to remain in good standing with Toastmasters International, or abandonment of the Charter and membership by applicant club.

As club co-presenter and on behalf of the applicant club, I agree to the terms and conditions listed above.

Signed: \_\_\_\_\_ Date \_\_\_\_\_

**Presenter or prior the following information:**  
Component Name or President's Name \_\_\_\_\_  
Address Line 1 \_\_\_\_\_  
Address Line 2 \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

\*Except in the case of abandoned clubs where dual membership is permitted.

Page 1 of 7 - Both pages are required to process application

HOW TO BUILD A TOASTMASTERS CLUB 13

**2**  
**Charter Payments**

Club No. \_\_\_\_\_ District \_\_\_\_\_

CONVICT \_\_\_\_\_ DISTRICT \_\_\_\_\_

It is not refundable or transferable. Clubs meeting in the state of California must include sales tax of 4.50% except of the completed Application to Organize and payment of \$20.00 charter fee for the club, which includes club administrative materials and an advance of 20 new member kits.\* For a full list of kit items please see Appendix.

Kit materials for individuals who have paid for new member fee, which will be collected by Toastmasters International at time of charter.

Kit Order:  Annual  Semi-Annual

Visa  MasterCard  AMEX  Discover

Exp. Date: \_\_\_\_\_

Kit Card: \_\_\_\_\_

LANGUAGE FOR OFFICER MANUALS  
 Arabic  Chinese (Simplified)  
 Chinese (Traditional)  
 English  
 French  
 German  
 Japanese  
 Spanish  
 Visually Impaired

LANGUAGE FOR KITS  
 Arabic  Chinese (Simplified)  
 Chinese (Traditional)  
 English  
 French  
 German  
 Japanese  
 Spanish  
 Visually Impaired

20 NEW MEMBER KITS  
\_\_\_\_\_ \$120  
\_\_\_\_\_ \$120  
\_\_\_\_\_ \$120

if disbanded @ \$36  
if disbanded @ \$27

of dues at time of charter. Toastmasters clubs are required to meet at least twice (2) times per year, have members give oral speeches and give and receive oral evaluations and give members the opportunity to develop and practice leadership skills. If the club is not in good standing with Toastmasters International, it may be required to pay for a new charter fee.

up to two: \_\_\_\_\_ Member No. \_\_\_\_\_  
\_\_\_\_\_ Member No. \_\_\_\_\_

ster Sponsors (up to two): \_\_\_\_\_ Member No. \_\_\_\_\_  
\_\_\_\_\_ Member No. \_\_\_\_\_

ster Mentors (up to two): \_\_\_\_\_ Member No. \_\_\_\_\_  
\_\_\_\_\_ Member No. \_\_\_\_\_

Name \_\_\_\_\_ Member No. \_\_\_\_\_  
Name \_\_\_\_\_ Member No. \_\_\_\_\_  
\*New Club Alignment: District \_\_\_\_\_ Division \_\_\_\_\_ Area \_\_\_\_\_  
\*If alignment is unknown, please leave this section blank.

Page 2 of 7 - Both pages are required to process application

HOW TO BUILD A TOASTMASTERS CLUB 15

**5**  
**Club Information**

Club No. \_\_\_\_\_ District \_\_\_\_\_

**4**  
**Charter Club Officer Information**

Term of Office (Check only one box) Club No. \_\_\_\_\_ District \_\_\_\_\_  
 Annual  Semi-Annual

NOTE: Toastmasters International's Club Constitution and Bylaws state club officer terms must conform to the above schedule. Only those clubs that meet weekly may elect officers for semi-annual terms. Please provide email addresses for all officers, which is a requirement to conduct club business online.

Minimum Officer Requirements: Clubs must report at least a president, one vice president, and a secretary or treasurer, and these offices must be held by three different individuals.

<b>President</b> Name _____ Email _____ Member No. (if known) _____	<b>Vice President Education</b> Name _____ Email _____ Member No. (if known) _____
<b>Vice President Membership</b> Name _____ Email _____ Member No. (if known) _____	<b>Vice President Public Relations</b> Name _____ Email _____ Member No. (if known) _____
<b>Secretary</b> Name _____ Email _____ Member No. (if known) _____	<b>Treasurer</b> Name _____ Email _____ Member No. (if known) _____
<b>Sergeant at Arms</b> Name _____ Email _____ Member No. (if known) _____	

HOW TO BUILD A TOASTMASTERS CLUB 16

**6**  
**Toastmasters Club Constitution for Member Clubs of Toastmasters International**

Club No. \_\_\_\_\_ District \_\_\_\_\_

Meeting Time: \_\_\_\_\_

Postal Code: \_\_\_\_\_

**OF CLUB ADOPTION**  
Approved by the \_\_\_\_\_ Toastmasters Club  
on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_  
effective upon the date that Toastmasters International issues a Charter to this club and payment and setup of a club office are received and business meeting in \_\_\_\_\_

**1. PURPOSE AND SCOPE**  
The purpose of this club shall be to provide a forum for the development of the speaking and listening skills of its members through the use of the Toastmasters Club Constitution and Bylaws. The club shall be organized and operated in accordance with the Constitution and Bylaws of Toastmasters International.

**2. MEMBERSHIP**  
Membership in this club shall be by invitation only. No person shall be inducted from membership in a Toastmasters club, and no member shall be deliberately discriminated against, in the conduct of official Toastmasters programs, because of age (except those persons under 18 years of age), race, color, creed, gender, national or ethnic origin, sexual orientation, or physical or mental disability, so long as the individual, through his or her own efforts, is able to participate in the program.

**3. DUES AND FEES**  
The dues for membership in this club shall be as determined by the club's governing body. The dues shall be paid in advance and shall be non-refundable. The dues shall be paid to the club and shall be used for the club's operating expenses.

**4. OFFICERS**  
The officers of this club shall be elected by the members of the club at a meeting called for that purpose. The officers shall hold office for the term specified in the club's governing body. The officers shall be elected by a majority vote of the members of the club. The officers shall be elected at a meeting called for that purpose. The officers shall hold office for the term specified in the club's governing body. The officers shall be elected by a majority vote of the members of the club.

**5. MEETINGS**  
The club shall meet at least once a month. The club shall hold a regular meeting on the first Tuesday of each month. The club shall hold a special meeting at any time upon the call of the president or a majority vote of the members of the club.

**6. AMENDMENTS**  
The club's governing body may amend the club's constitution and bylaws at any time. Any amendments shall be adopted by a majority vote of the members of the club.

**7. DISSOLUTION**  
If the club is dissolved, the assets of the club shall be distributed to the members of the club in proportion to their membership in the club.

HOW TO BUILD A TOASTMASTERS CLUB 17



# Plan the Presentation

- ▶ Invite the guests
- ▶ Plan the meal
- ▶ Publicize the charter presentation
- ▶ Form committees
- ▶ Include a short meeting
- ▶ Prepare a printed program

# Closing



