

TOASTMASTERS
INTERNATIONAL®

Back to Basics: Roadmap to Success

District 66 Summer Leadership Institute

Back to Basics: Roadmap to Success



District 66 Training Objectives

1. **Promote** and **encourage** club planning and growth.
2. Apply the concepts of effective leadership for club officers and members.
3. Answer questions and stimulate discussion.
4. Motivate participants to work together as team members to achieve Distinguished Club and provide the tools to achieve in the Distinguished Club and Distinguished District programs.
5. Incorporate Pathways and other training and educational programs published by Toastmasters International and urge participants to read, review and use handbooks, manuals and other materials to achieve success as a district or club officer.
6. Give participants a practical understanding of their roles and responsibilities as a district or club officer.
7. Inspire and motivate participants to demonstrate accountability to the district and their club.

Member Development Plan

1. Address the strategic goals in PQD's leadership development plan.
2. Support members with integrating Pathways into their career goals or volunteerism, rather than seeing Pathways and speeches as separate activities.
3. An initial solution to address the data CGD now PQD collected this past year through interviews with selected members, especially the data regarding retention and the status of D66 regarding the number of clubs and their membership size (from the dashboard).
4. Build in accountability regarding the DCP.

R2S Training: Club Officers

	Date/Time	Time	
Virtual “Make-up” Club Officer Training	July 25	7:00-8:00 PM	President, VPE, VPM/VPPR Three-Legged Stool
Virtual “Make-up” Club Officer Training	August 3	7:00-8:00 PM	President, VPE, VPM/VPPR Three-Legged Stool

Update: The training dates that were scheduled and announced during the SLI Training for the 3rd week in July has been postponed.

Proposed R2S Training

	DATE/TIME	Focus
Moments of Truth		Train the Trainer to train clubs
Club Central		
Club Success Plan		
Creating A Quality Club		
Quality Club Meetings		
Marketing Mondays: Member Engagement & Retention		
Building on Achievement for Continued Success		
Amplify: Speech Writing, Practice & Yoodli		

Proposed R2S Training

	DATE/TIME	Focus
Speaker to Trainer		If you want to be a trainer; a refresher for experienced trainers
The 12 Week Year Book Club		Skill Builder
Generative AI		Skill Builder

Membership Building

“Membership building is not a chore that Toastmasters must do; it is Toastmasters. It’s an ideal opportunity to practice ... all of the very skills we’re in Toastmasters to learn!”



Membership Building

Opportunity to practice:

- ❖ Persuading
- ❖ Communicating
- ❖ Planning
- ❖ Strategizing
- ❖ Executing



4 Steps to Membership Building

1. **Form a team:** to initiate the project & develop a plan – whole club to help eventually
2. **Set a goal:** A simple baseline – the # of members you need to achieve Distinguished status by the end of June 2024. This gives the club a specific goal and a hard deadline.
3. **Make a plan:**
 - a. **First, brainstorm** lots of ideas for how to grown your membership
 - b. **Second, pick only one!** This is the hard part!
4. **Execute:** Carry out the plan and evaluate the results. If the first idea doesn't work, you've still developed confidence, skills, & knowledge. Choose the next-best idea on your list and try again.



IDEAS for Membership Building

1. **The Human Touch** – Personal Invites
2. **Events** - Fun, food and no-pressure introduction to the club - but do a “close the sale” by asking them what they thought of the meeting and about Toastmasters
3. **Target Your Recruitment**
 - a. Don't try to market to everyone or you won't reach anyone in particular.
 - b. Identify the groups in your community who are motivated to improve their leadership & speaking skills & then go to them instead of waiting for them to find you – e.g., local companies, nonprofits, civic organizations that might benefit from what Toastmasters has to offer.



IDEAS for Membership Building

3. **Target Your Recruitment (continued)**
 - c. Volunteer to speak to a HR representative about the benefits of Toastmasters – perhaps over lunch or coffee.
4. **Get Visible**
 - a. Try meeting in a new and public place and make it known that guests are welcome.
 - b. Speak outside the Club. *“We don’t become public speakers just to give better speeches from Toastmasters’ manuals. We do it to drive change in the real world.”* Check with local civic organizations, schools, churches or community groups to find speaking opportunities, & after you bring down the house, be sure to mention where you honed your impressive skills.



5.

3 Big Ideas

1. **We can do this!**
2. “We’ve tried these things before.” But this is just an excuse. Even ideas that failed once might work at a different time, a different place or with a different approach. Keep trying!
3. **Recruiting new members is a challenge. But it’s a worthwhile one!**

