



New Club Builder Kit Guidance

Woo hoo! You've chosen to undertake one of the most rewarding opportunities in Toastmasters-Starting a Club!

Why do we build new Toastmasters clubs? To bring the Toastmasters mission:

We empower individuals to become more effective communicators and leaders

to more and new members. This program has effected change in you, and I'm excited that you've chosen to help empower that change in new individuals.

To help you succeed in building a new club, we've put together this **New Club Builder kit**. This kit provides the documents and guidance to help you through the process of building a new club. First, let's walk through the order that you'll want to read and eventually send out (some of) these documents.

1. **New Club Builder Kit Guidance:** Read through this document, then keep it handy throughout the process (Not to be sent to prospective club)
2. **New Club Sales Process:** Read this document. This explains the District's sales process, from lead to charter (Not to be sent to prospective club)
3. **Lead to Charter Flowchart:** Visualizes the Lead to Charter process
4. **Introductory Meeting PowerPoint:** Review this document. This PowerPoint can give ideas on ways to present to a prospective organization. You will want to edit it before presenting or maybe not even use it to present, but to use it as a resource.
5. **2016-17 New Club and New Member Sponsor Incentives for Individuals:** Review this document to learn of the awesome incentives available and how you can qualify (Not to be sent to prospective club)
6. **New Club Timeline, Why Toastmasters? corporate/community, and Features, Benefits, & Value Chart:** Become familiar with these documents and send them to the "Club Champion" after first contact/info session



7. **Lead Report:** Review this document. Send to Ben Smith, D6 Club Growth Director, at bensmithtm@gmail.com when lead has been qualified (Not to be sent to prospective club)
8. **121 How to Build a TM Club & Promotional Materials (brochures):** Review these documents. Once you've qualified a lead and are moving them toward a prospective club, send the more in-depth How to Build a TM Club and the promotional materials. The lead can use the promotional materials to generate interest in attendance at the demo meeting
9. **Getting Started:** This document outlines how a lead can get started by sending in the Application to Organize along with \$125 application fee. This can be sent before the demo meeting if the Club Champion is committed to starting a club
10. **Charter Forms Checklist, Forms 1-6b:** This is the Charter Paperwork. All of these forms must be filled out and sent to TI along with all payments. After everything is processed, a club becomes CHARTERED!
11. **2016-17 D6 Welcome Guide & A Toastmaster Wears Many Hats:** These documents can be sent to the prospective club after the demo meeting, while prospective club is meeting towards chartering.

Some other info to know:

Once a lead is qualified (contacted and interested in a club, possibly with a demo meeting already scheduled), be sure to fill out a Lead Report and send it to Ben Smith, D6 Club Growth Director, at: bensmithtm@gmail.com

Before demo meeting, contact Dave Gibson, D6 Club Sponsor/Mentor Chair to alert him that a prospective club will be in need of sponsors and mentors.
tm.davegibson@gmail.com

If you have any questions, please don't hesitate to contact Ben Smith, D6 Club Growth Director at bensmithtm@gmail.com