

Welcome to Toastmasters International



New Member Guide & Ideas for Launching a Successful Club

“The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.”

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WELCOME FROM THE DISTRICT DIRECTOR

Welcome to Toastmasters! I am happy that you've decided to form a Toastmasters club.

Toastmasters provides the tools that enable an individual to become an effective communicator and leader, all at a very low cost. Toastmasters helps each individual:

- Speak and present with confidence
- Hone leadership and management skills
- Work better with others
- Effectively develop and present ideas
- Offer constructive feedback
- Accept feedback more objectively

Toastmasters produces results. Around the world, more than three million men and women of all ages and occupations have benefited from Toastmasters, and more than one thousand corporations, community groups, universities, associations, and government agencies now use Toastmasters.

Toastmasters has helped thousands of people achieve more in all aspects of their lives. Using the speaking and leadership skills developed in Toastmasters, people have become more active in business, churches, and service and charity organizations. Toastmasters members are able to organize activities, conduct meetings, and speak in public as their organization's representative. Some also become active in local, state, or national government.

Toastmasters District 6 serves clubs in Minnesota and Northwestern Ontario. If you have questions at any time during the formation of your club, please contact me.

I look forward to welcoming your club as a chartered club soon!
Sincerely,

Diane Windingland, DTM

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OVERVIEW

This packet will guide you through chartering your new Toastmasters club! It includes various pieces of information that will orient you to the Toastmasters experience. It will serve as a guide until you receive your new member materials.

Two sponsors and two mentors (experienced Toastmasters) will be assigned to the new club project. They are leaders who will assist with the successful launch of the club. Sponsors bring Toastmasters experience. They assist with club organization, serve as role models by filling key roles in early meetings, provide ideas for recruiting prospective members, assist with the establishment of regular meetings, and help file charter paperwork. In addition to the sponsors, two mentors are assigned once the club charters. Mentors provide guidance during the first six months after chartering. They are experienced Toastmasters who provide guidance, assist the VP Public Relations with new member recruiting programs, and serve as continuing role models for the club. Mentors may, but are not required to, join the club for the first few months.

Toastmasters International is the world's largest volunteer organization dedicated to communication and leadership excellence with over 12,500 clubs in 113 countries. Since the Toastmasters organization began in 1924, more than three million men and women have benefited from its communication and leadership programs.

A typical Toastmasters club is made up of 25–30 people who gather weekly throughout the year. Some clubs meet in the morning, others at noon or in the evening. A meeting usually lasts one hour and consists of the following:

- Prepared speeches from several club members based on projects from the Competent Communication and Competent Leadership manuals
- A Table Topics session, giving members the opportunity to participate in impromptu speech situations
- An evaluation session featuring
 - o Speaker evaluations, providing valuable feedback by identifying strengths exhibited in the speech and giving suggestions for improvement that assist the speaker in identifying and addressing blind spots
 - o Feedback for evaluation team members and an evaluation of the meeting as a whole
- A short business portion, which gives members a chance to practice parliamentary procedures

The heart of the Toastmasters experience is the educational program. In addition to speeches, members also have the opportunity to learn and fill key meeting roles: Toastmaster, Table Topics Master, Speech Evaluator, General Evaluator, Ah Counter, Grammarian, and Timer. Each assignment rotates among members, allowing all to participate.

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Active participation is necessary for members to learn and grow. It is achieved through continual participation as a speaker, a role-filler, and a member. To maintain club quality, at least 20 paid members are required for a group to charter as a Toastmasters club, although most clubs are chartered with 25–30 members. Most clubs charter within the first couple of weeks, although some can take a bit longer. It is important that all participants work together to identify others who could benefit from Toastmasters and invite them to one of the inaugural meetings. Once the club charters, members will receive new member materials, will receive official credit and recognition for speeches delivered and roles filled, and can begin planning the new club charter party and celebration.

Toastmasters clubs must also meet the following requirements:

- Meet at least twelve times per year. Most clubs meet weekly, affording club members ample opportunities to learn and grow.
- Ensure that members give speeches and evaluators provide both oral and written evaluations.
- Provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

Each of us gets out of Toastmasters what we put in. As you prepare your first few speech projects, you will find that each successive speech gets easier to write. It is not unusual to spend an hour or more writing your first few speeches. As you gain experience, you will find that ideas come more easily, and your time spent writing decreases. Over time, you will be able to look back at your progress and notice that your later speeches are interesting and have even more impact. Through rehearsal, you will be able to accomplish each project's goals and become a polished presenter.

RESPONSIBILITIES OF MEETING PARTICIPANTS

In each meeting, various roles are performed by the members of the club. Meeting success depends on the program participants. The following is an explanation of the responsibilities of each role.

Toastmaster

The Toastmaster of the meeting acts as the host and conducts the entire educational portion of the program.

Before the meeting, the Toastmaster

- Contacts all speakers to confirm their speaking assignment. Finds out their speech title, manual project, speech purpose, time requirements, and other information for use in introductions (job, hobbies, family, and so on).
- Contacts the Table Topics Master to discuss ideas for Table Topics.
- Contacts the General Evaluator to confirm his/her assignment. Asks the General Evaluator to contact the Speech Evaluators, Timer, Ah Counter, and Grammarian.
- Prepares the meeting agenda for distribution at the meeting.

Upon arrival at the meeting, the Toastmaster

- Distributes the meeting agenda.

During the meeting, the Toastmaster

- Leads the applause before and after each speaker.
- Introduces the speakers, Table Topics Master, and General Evaluator.

Speaker

Two or more members present prepared speeches based on projects from the Competent Communication manual or the advanced manuals.

Before the meeting, the Speaker

- Checks the meeting assignment schedule to see when he/she is scheduled to speak and prepares a speech.
- Discusses speech goals with the Speech Evaluator.
- Gives introductory information to the Toastmaster.

At the meeting, the Speaker

- Gives the manual to Speech Evaluator before the meeting starts.
- Makes sure the Toastmaster has an introduction prepared.

After being introduced, the speaker walks quickly to the lectern and acknowledges the Toastmaster and the audience before beginning speech; at the end of the speech, the speaker waits at the lectern for the Toastmaster before taking a seat.

General Evaluator

The General Evaluator evaluates everything that takes place during the club meeting. In addition, the General Evaluator is responsible for making sure the Speech Evaluators, Timer, Ah Counter, and Grammarian know their responsibilities.

Before the meeting, the General Evaluator

- Checks with the Toastmaster to find out if there are any planned deviations from the usual meeting format.
- Contacts the Speech Evaluators, Timer, Ah Counter, and Grammarian to confirm their assignments.

At the meeting, the General Evaluator

- Makes sure the Speech Evaluators, Timer, Ah Counter, and Grammarian have arrived (and, if not, arranges for substitutes).
- Introduces Speech Evaluators to give their evaluations; calls on Timer, Ah Counter, and Grammarian for their reports at the end of the meeting.
- Concludes with a general evaluation of the meeting.

Speech Evaluator

An evaluation, based on the project evaluation form provided in the speaker's Toastmasters manual, is given for every prepared speech during the meeting. The Speech Evaluator completes the form after listening to the speech and then presents an oral evaluation before the club. The evaluation includes positive comments about the techniques used by the Speaker and helpful suggestions for improvement.

Before the meeting, the Speech Evaluator

- Reviews the "Effective Speech Evaluation" manual included in the New Member Kit.
- Discusses speech goals with the speaker; asks the speaker what he/she hopes to achieve and what skills he/she hopes to strengthen.
- Reviews the speech project and its objectives; studies the evaluation guide in the manual.

During the meeting, the Speech Evaluator

- Gets the speaker's manual from the speaker.
- Records impressions of the speech in the manual and answers the questions provided.
- Stands and gives an oral evaluation when introduced, beginning and ending the evaluation with positive comments or encouragement.

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Table Topics Master

Table Topics provides those members not assigned to a meeting role an opportunity to speak during the meeting. During the Table Topics session, the Table Topics Master gives each member a subject, and the respondent gives a 1–2 minute impromptu talk on the subject. Table Topics helps members learn to think and speak “on their feet.”

Before the meeting, the Table Topics Master

- Checks with the Toastmaster to find out if there is a theme for the meeting. If so, the Table Topics Master prepares questions related to the theme.
- Plans to keep comments short, so that as many others as possible will have the opportunity to speak.

At the meeting, the Table Topics Master

- Briefly states the purpose of Table Topics for the benefit of guests and new members.
- States the Table Topics theme and explains it. Encourages respondents to use the “word of the day” in their responses.
- States the first Table Topics question briefly, calls on a respondent, and then continues to ask questions, calling on other members to respond.

NOTE: The Table Topics Master should call on members who have not had an opportunity to speak before calling on those in speaking roles.

Timer

Each speech, Table Topics response, and speech evaluation is timed. The Timer operates a timing light (or colored cards) to indicate to the speakers how long they have been talking. Green is shown at the start of the target range, yellow in the middle, and red at the end.

At the meeting, the Timer

- Confirms the time required for each prepared speech with the speakers.
- Gets a watch or stopwatch and timing light (or colored cards) from the Sergeant at Arms.
- Makes sure the timing light (or colored cards) are easily seen by the speakers.
- When called upon by the General Evaluator at the beginning of the meeting, explains the timing rules and the timing light (or colored cards) and gives a report at the end of the meeting.

Recommended Time Limits

Card	Table Topics	Speech Evaluations	Speech #1 Ice Breaker	Speech #2 Organize Your Speech	Speech #3 Get to the Point
Green	1:00 min.	2:00 min.	4:00 min.	5:00 min.	5:00 min.
Yellow	1:30 min.	2:30 min.	5:00 min.	6:00 min.	6:00 min.
Red	2:00 min.	3:00 min.	6:00 min.	7:00 min.	7:00 min.

Grammarian

Another purpose of the Toastmasters meeting is to help people improve their grammar and use of words. The Grammarian introduces a “word of the day” to members, encourages its use, and comments on members’ use of the English language during the meeting.

The Grammarian

- Selects a “word of the day.” This word should be one that helps members increase their vocabulary—a word that can be easily incorporated into everyday conversation but is different from the way people normally express themselves.
- At the beginning of the meeting, after being introduced by the General Evaluator, the Grammarian briefly explains the purpose of the role. He/she announces the “word of the day,” gives its definition, and gives an example of its use.
- Records any exemplary uses of the language (descriptive word pictures, unique word choices) and any awkward use or misuse of the language that occurs (incomplete sentences, incorrect grammar, wrong tense, and so on).
- Writes down who used the “word of the day” or a derivative of it.
- Gives a verbal report when called upon by the General Evaluator at the end of the meeting.

Ah Counter

When speaking, people often use such “crutch” words or fillers as “ah,” “um,” “you know,” “well,” etc., or they repeat a word or phrase (for example, “I, I said...” or “This means, this means...”). These words and sounds can be annoying to listeners. The Ah Counter notes these words and sounds to help the speaker become aware of them.

During the meeting, the Ah Counter

- Briefly explains the purpose of the Ah Counter role, when introduced at the beginning of the meeting by the General Evaluator.
- Listens to everyone for “crutch” words or sounds, notes who uses them and how many each used.
- Gives a report when called upon by the General Evaluator at the end of the meeting.

Other Participants

Every club develops its own unique style and characteristics. Some clubs have additional program participants, such as a Joke Master or Humorist (someone who tells a tasteful joke or humorous anecdote), Parliamentarian (someone who provides instruction and guidance in the use of parliamentary procedure), or Innovator (someone who gives a short inspirational message). Other clubs also have a member present a short educational talk on some aspect of communication. Your club can develop duties and responsibilities of these additional participants.

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Sample Meeting Agenda

Time	Activity	Responsible Person
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00:00	Presiding Officer <ul style="list-style-type: none"> • Welcome guests; Introductions • Introduce Toastmaster 	_____ _____
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00:10	Toastmaster Explain program <ul style="list-style-type: none"> • Introduce General Evaluator 	_____ _____
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00:12	General Evaluator Introduce key meeting participants and ask them to explain their duties <ul style="list-style-type: none"> ▪ Timer (<i>new Toastmaster</i>) ▪ Ah Counter (<i>new Toastmaster</i>) ▪ Grammarian (<i>new Toastmaster</i>) ▪ Speech Evaluator #1 ▪ Speech Evaluator #2 <ul style="list-style-type: none"> • Return control to Toastmaster 	_____ _____ _____ _____ _____ _____
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00:15	Toastmaster <ul style="list-style-type: none"> • Introduce Ice Breaker Speaker #1 (<i>new Toastmaster</i>) • Introduce Ice Breaker Speaker #2 (<i>new Toastmaster</i>) 	_____ _____
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00:30	Toastmaster <ul style="list-style-type: none"> • Introduce Table Topics Master (<i>new Toastmaster</i>) <ul style="list-style-type: none"> ▪ Explain Table Topics and theme ▪ Conduct Table Topics session 	_____ _____
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00:40	Toastmaster <ul style="list-style-type: none"> • Introduce General Evaluator 	
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00:40	General Evaluator <ul style="list-style-type: none"> • Call for reports: Speech Evaluators, Timer, Ah Counter, Grammarian • Make general comments about the meeting • Return control to Toastmaster 	
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00:48	Toastmaster <ul style="list-style-type: none"> • Return control to Presiding Officer 	
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00:50	Presiding Officer <ul style="list-style-type: none"> • Discusses business items (collect fees, elect club officers, determine club name, adopt club constitution and bylaws, ratify constitution and bylaws, etc.) • Confirm schedule for next two meetings 	
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00:60	Adjourn	
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EDUCATIONAL SPEECHES

Once the group reaches 20 members, thus chartering and becoming a club, you can choose to have educational speeches (presentations), most likely by your club mentors and sponsors. These presentations can be found in the Better Speaker Series.

It is recommended to have the educational speech take the 3rd speech slot every other week. Topics should be selected depending on the greatest needs of each club. The following are some speech ideas:

- Organizing Your Speech
- Selecting a Topic
- Effective Evaluations
- How to Introduce a Speaker
- Gestures and Body Language
- Use of Visual Aids
- Audience Analysis

Benefits of Having 25–30 Members

Clubs typically charter with 25–30 members. We highly encourage you to strive for 25–30 members and to charter as soon as possible, so you can officially charter, move forward, and conduct the best meetings possible.

The educational speeches noted above are but one of the benefits of reaching charter strength and becoming an official club. Once chartered, new club members receive the *Toastmaster* magazine every month, a full-color magazine full of speaking and leadership tips and other useful information.

Performing the various meeting roles is a key to improving your communication skills. We learn by performing club roles and by observing others perform them. Clubs with 25–30 members provide the opportunity for each member to participate occasionally as a role holder and at other times as a member participant. The goal of each meeting is to provide an opportunity for each and every member to speak. To achieve this goal, Table Topics questions are often given to members who do not have an essential role in the meeting.

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Each Toastmasters club is chartered as a unique organization. Therefore, all clubs require an executive board who will conduct the business of the club. Good club meetings begin with the club officers. Club officers must attend District-sponsored training specific to their responsibilities twice a year. Officers receive a Club Officer Handbook, and ongoing coaching is available from club sponsors, club mentors, and the Area Director. Club officers serve as role models for other members and should regularly attend club meetings, area contests, and District events whenever possible.

President

The President provides the leadership and guidance the club needs to be successful and makes sure the club supplies the positive, supportive environment its members need to fulfill their self-development goals. Responsible for general supervision and operation of the club, the President:

- Schedules and presides over regular club officer meetings (usually monthly); presides over club meetings (opening and closing the meetings and conducting business items as necessary).
- Implements the Distinguished Club Plan (the goals of the club) and tracks the club's progress and achievements.
- Ensures all club officer positions are filled, that officers attend training twice each year, and that they are actively performing their responsibilities.
- Attends and votes at District council meetings, and gives a proxy to the District Director for Regional and International conferences.

Vice President Education

Responsible for planning successful meetings so members can achieve their educational goals:

- In the President's absence, presides at meetings.
- Schedules members for club meeting duties; plans "special meetings" as appropriate.
- Encourages members to complete educational goals; tracks members' progress; gets new members involved.
- Tracks the Distinguished Club Plan and follows up to make sure all educational accomplishments are registered with Toastmasters International.

Vice President Membership

Responsible for conducting an ongoing membership-building program:

- Has a membership goal of one new member per month or **at least 20** club members.
- Develops an information packet to give to visitors; follows up with visitors, new members, and members who haven't attended club meetings recently.
- Explains the Toastmasters program to prospective guests, gets commitment to join, and collects the membership application and fees to give to the Treasurer.

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Vice President Public Relations

Responsible for promoting the club:

- Advances the interests of Toastmasters to local media (newspaper, radio, and television) either through press releases or articles.
- For a company-only club, advertises with articles in the company newsletter and website, or posts flyers in the building.
- Oversees production of a club newsletter or website.

Secretary

Responsible for maintaining club records:

- Mails the club officer list to Toastmasters International, the District Director, and the Area Director within 10 days after election or submits it online at www.toastmasters.org.
- Handles general club correspondence; keeps club files.
- Records meeting minutes (club and officer meetings) and distributes to all members immediately following the meeting.

Treasurer

Responsible for managing the club's money:

- Announces, collects, and sends membership dues to Toastmasters International **to be received by October 1 and April 1** or submits dues online at www.toastmasters.org.
- Submits new member applications with dues to Toastmasters International within 48 hours of receipt or submits applications online at www.toastmasters.org.
- Pays bills as due; keep records of all financial transactions.
- Presents verbal and written financial reports quarterly.

Sergeant at Arms

Responsible for managing meeting arrangements:

- Schedules meeting location, creates name tents/name tags, and maintains club equipment (lectern, stop watch, timing lights or colored cards).
- Sets up meeting room prior to start of meeting.
- Greets and welcomes visitors.

CLUB OFFICERS' ROLES & RESPONSIBILITIES

APPROXIMATE COST FOR STARTING A NEW TOASTMASTERS CLUB

Club Charter Fee

One-Time “New Club Charter Fee” – \$125.00 for the entire prospective club

A one-time fee is required to register the intent to charter a new Toastmasters club. If there is no sponsoring organization, this fee is typically shared equally among all charter members of the group.

Individual New Member Fees

One-Time “New Member Fee” – \$20.00/member

This is a personal registration fee for all new members of Toastmasters International. This fee covers the cost of providing a “New Member Kit.”

Dues

Six-Month Dues – \$45.00/member

All members of Toastmasters pay dues twice per year, on April 1 and October 1. Six months of dues is collected from each member at \$7.50/month (\$45 total). Members of new clubs pay six months’ dues up front, regardless of the month that the club chartered. Clubs chartering in April or October are automatically aligned with Toastmasters International’s fiscal year. **All other new clubs** pay prorated dues at the next dues period in order to align with the Toastmasters International dues calendar. For example, if a club chartered in July, members pay \$45 up front (for July, August, September, October, November, and December) but will only be assessed \$22.50 (\$7.50/month for 3 months) when the club files its semi-annual report in October (for the remaining months in the cycle: January, February, and March). In March and in all successive dues periods, members are charged \$45 for the upcoming six-month period. If you have questions about dues or fees, contact your club mentor or sponsor. Members receive a monthly subscription to *Toastmaster* magazine.

Local Club Dues and Fees

Up to \$6.00 per month, as voted by the club.

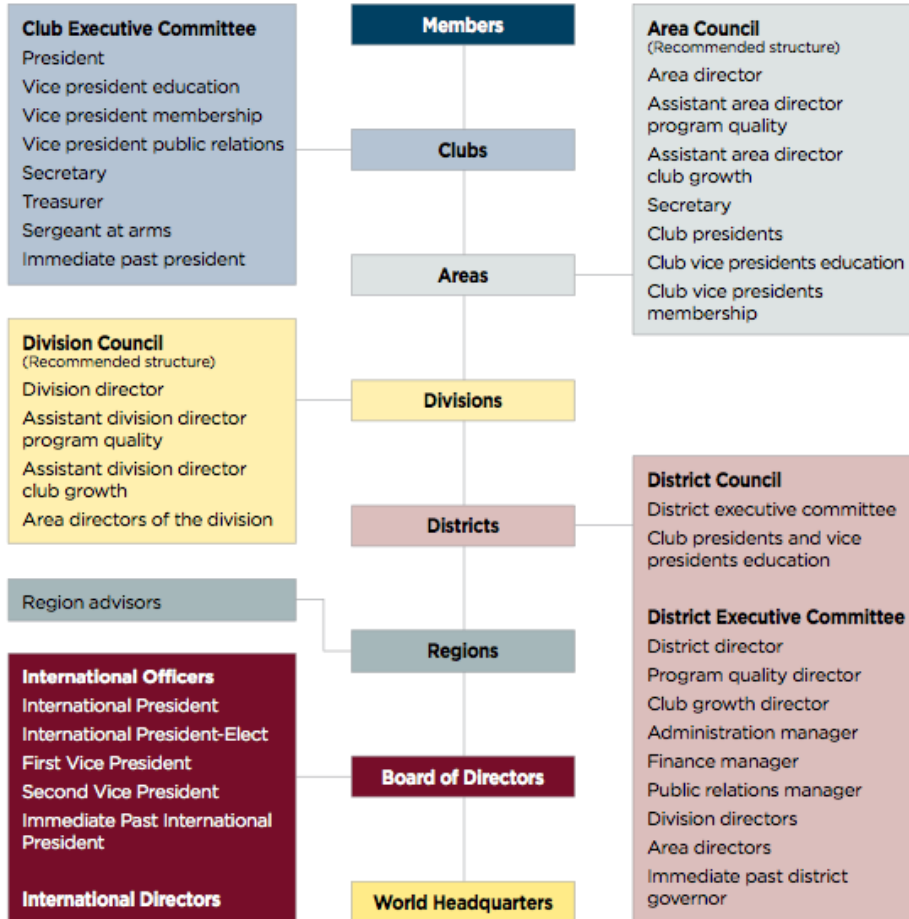
These funds are the property of the club. Typically, clubs will have miscellaneous expenses for supplies, awards, certificates, and so on. The most common amount is \$1–2 per month.

TOASTMASTERS INTERNATIONAL ORGANIZATION CHART

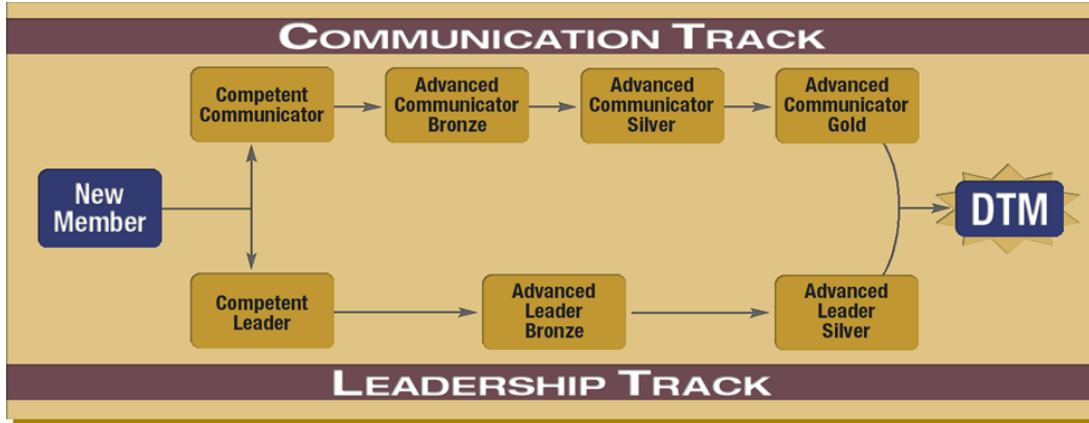
MAP OF SERVICE TO MEMBERS



Members are the heart and foundation of Toastmasters International. Below is a representation of each service level in support of the member.



Communication and Leadership Tracks



GUIDE FOR SPEECH #1: THE ICE BREAKER

By now you've heard speeches by Club members and have probably participated in Table Topics. Here is your opportunity to give your first prepared talk and "break the ice."

The best way to begin your speaking experience is to talk about the subject closest to you—yourself. You will introduce yourself to your fellow Club members and give them some information about your background, interests, and ambitions. As you prepare and deliver your talk, you will become aware of speaking skills you already have and areas that require some work. Your fellow members will help you understand these needs, as they see them.

As you read this project, make notes in the margin. Underline key phrases to help you quickly review what is expected of you. Read the entire project before preparing your talk.

Narrow the Subject

The general subject of this talk is you, but that subject is too broad for a short four-to-six-minute talk. You must narrow the subject by selecting three or four interesting aspects of your life that will give your fellow members insight and understanding of you as an individual. These might include your birthplace, education, or family. You could explain how you came to be in your present occupation and tell the audience something about your ambitions. Should you prefer to avoid autobiography, you might talk about your business, your hobbies, or anything relating to you as an individual.

Once you have the highlights of your talk in mind, weave them into a story, just as if you were telling it to friends around the dinner table. Share significant personal experiences. The more personal you make

your talk, the warmer will be the relationship between you and your audience.

Opening, Body, and Conclusion

Like any good story, your talk needs a clear beginning and an ending. Create an interesting opening sentence that captures the audience's attention. Memorize it, if necessary, and use it even if a better idea occurs to you just before you speak. Then devise a good closing and memorize it, too. Giving your audience too much information will only overwhelm them. A memorized beginning and ending enable you to start and finish your talk with confidence and ease. In any speech, it's best to select a few main points (three or four at the most) and emphasize them by using examples, stories, or anecdotes. If you merely state a fact and then continue, most of your audience will miss the point. You should make a point, say it again in different words, illustrate the point,

and then state it once more in order to be clearly understood. This is a good skill to learn.

If you think you will need notes, write a brief speech outline on 3x5 cards, which you can place on the lectern. Remember, you're speaking, not reading. Many speakers begin by writing out an entire speech, then breaking it down into parts, with a word for each part, and finally writing just the key words on one note card.

Preparing Yourself

Now the talk is ready, but are you ready to present it? You will need to rehearse. Practice the talk until you are comfortable with it. You won't need to memorize the body of the talk, since you already know all about the subject. As mentioned earlier, you should memorize your opening and close.

Present the talk to a family member, a friend or your Toastmasters mentor. Ask for comments. They may give you some helpful suggestions. If you have a tape recorder, record the talk and listen to it carefully, making any necessary improvements. Using a tape recorder is one of the best ways to improve your speaking ability.

Rather than thinking of this presentation as "making a speech," think of it as a talk before a group of friends, sharing information of interest. Don't be afraid of the audience. They have already experienced the same feelings you are having. They want you to succeed and they're eager to help you.

Appearance is important. Be well groomed and appropriately dressed for your presentation. When you look right, you feel good about yourself. You will then forget about your appearance and concentrate on presenting your talk. You will have increased confidence because you know you have made a good first impression on your audience.

Presenting Your Talk

Once you've completed your speech preparations...relax. Nervousness is common to every speaker, no matter how experienced. In fact, you can put this nervous energy to work for you by using it to add excitement to your delivery. No one will notice a little quavering in your voice, and it will soon disappear as you become involved with what you're saying.

While being introduced, take a deep breath and slowly exhale. This will help your voice sound resonant and natural. Begin by facing the Toastmaster and saying, "Mr. (or Madam) Toastmaster..." Then face the audience and say "Ladies and gentlemen..." or "Fellow Toastmasters and welcome guests..." Pause, and then plunge in with your prepared opening sentences.

While speaking, make "eye contact" with various members of the audience, first looking directly at one person for a few seconds, then looking at another, so no one feels left out of your talk. As you're doing this, glance periodically at the timer. If the red light comes on while you're talking, move smoothly to your conclusion and finish quickly. Observe time limits whenever you speak.

Don't worry about what to do with your hands. Leave them at your sides if you wish. You'll have opportunities to practice "body language" later.

One final comment: Don't end by saying "Thank You." The audience should thank you for the information you've shared. Instead, just close with your prepared ending, nod at the Toastmaster of the meeting, and say, "Mr. (or Madam) Toastmaster"—then enjoy the applause!

Your Evaluation

After you finish, you will probably begin evaluating yourself even before you sit down. You may think you left out some of

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the best parts. Everybody thinks that. Just congratulate yourself on having delivered your first speech, then write down the things you did well and the things you want to improve. Try to avoid making the same mistakes in your next speech.

To supplement your own evaluation, an experienced Club member has been assigned to evaluate your efforts. Before the meeting begins, give this manual to your evaluator so he or she may make notes on the evaluation page for this project. This will

give you a permanent record of your progress. If you want the evaluator to observe something in particular, be sure to inform the evaluator in advance.

Asking other members for additional comments may not be useful to you, but you should consider them carefully. Remember the evaluations are representations of how the audience perceived you and your talk. They are usually—but not always—helpful to your self-development.

Evaluation Guide for “The Ice Breaker”

Title of Speech

Evaluator

Date

Note to the Evaluator: The purpose of this speech was for a new member to “break the ice” – to introduce himself/herself to the Club and begin speaking before an audience. The speech should have a clear beginning, body, and ending. The speaker has been advised to use notes if necessary and to forget body language. Point the speaker toward methods of improvement, but don’t “pour it on.” Strive to have the speaker look forward to his/her next speech. Above all, be encouraging. Your evaluation should help the speaker feel glad about joining Toastmasters and presenting this speech. In addition to your oral evaluation, please write answers to the questions below:

What strong points does the speaker already have?

How well did the audience get to know the speaker?

Did the speech reflect adequate preparation?

Did the speaker talk clearly and audibly?

Did the speech have a definite opening, body, and conclusion?

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Please comment on the speaker's use of notes.

What one or two suggestions can you give to help the speaker improve? (Focus on showing the speaker how he/she can make the greatest amount of improvement in his/her next speech.)

What did the speaker do especially well?

GUIDE FOR SPEECH #2: ORGANIZE YOUR SPEECH

You have now delivered one prepared talk as a Toastmaster. You've also begun to develop your impromptu speaking skills in Table Topics and other parts of the program. Having experienced speaking before an audience, you're ready to concentrate on structuring an effective speech by organizing your ideas and following an outline from beginning to end.

Why Organize?

If your speech is to make sense to the audience and be easily followed, it must be logically organized. Organization is really nothing more than putting your ideas together in an orderly manner.

As a speaker, your business is persuading others to accept your ideas, and success comes only when you carefully organize your approach. You must clearly identify the key point of your subject for the audience and then lead them logically toward that point. Merely talking around the subject in a haphazard manner will leave your listeners confused.

As a persuader, you must always speak from your audience's point of view. They will be motivated only by what they want, not by what you want. Remember this as you organize your talk. Analyze what will motivate your audience to agree with you, understand you, or take action on your behalf. Then develop your ideas so they supply that motivation. Good organization is the key to success.

Define Your Mission

Your first step creating your talk is to decide what to talk about. Select a subject of interest to you and your audience. Be sure the subject is not too broad. For example, instead of talking about sports—a general topic—narrow the subject to children's sports or, more specific still, children's soccer. Remember, you will be speaking for only a few minutes, and you will need all of that time to fully develop a single facet of the larger subject. Be sure your topic is timely and relevant for your audience, a topic on which you can speak with

some degree of authority, and one to which you can bring enthusiasm and conviction.

Once you know your topic, you must determine your presentation's mission. Do you want to inspire, entertain, persuade, or inform your listeners? What do you want the audience to feel, know, or do after hearing your speech? What single point do you want to make? The answers to these questions will determine your speech's mission or purpose. If the topic is children's sports, for example, what do you want speech to do? Do you want to inspire your listeners to support children's sports? Do you want to convince listeners that adults are making children's sports too competitive? Do you want to entertain your audience with funny stories about your child's soccer team?

Write down your mission in one clear, concise sentence. This will be the basis for the development of your speech.

Develop an Outline

The next step in preparing your speech is to logically assemble your ideas into a sequence that will help you achieve your objectives.

An effective speech is organized into an opening, a body, and a conclusion.

The opening of your speech is designed to catch immediate attention. It must arouse the audience's interest in your topic. It also must lead into the speech subject and help listeners remember the subject of your speech and the main point you are making.

Examples of a good opening are:

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- A startling question or a challenging statement
- An appropriate quotation, illustration, or story
- A display of some appropriate object or picture
- An attention-getting generalization that ties in with your subject.
- Avoid these common weak openings:
 - An apologetic statement
 - A story or joke that does not relate to your topic
 - A commonplace observation delivered in a commonplace manner
 - A long or slow-moving statement or story
 - A trite question, such as “Did you ever stop to think...?”

The body of your speech contains the factual. The amount of information you include in the body of your speech will be limited by the amount of time available to you and how much your audience can remember. Most listeners will remember only three to five main facts or ideas. For a 5–7 minute talk, three most likely will be plenty.

What facts or ideas do you want to present. You may find it useful to write down all of those related to your topic on small file cards, using one card per idea or fact. You may have quite a few. Next, you will need to weed out ideas or facts until only the three best ones remain. These will be the main facts or ideas of your talk. Arrange and rearrange these last three cards, determining the most effective order for your speech.

The next step is to elaborate on each idea or fact. Explain it in several sentences, and then provide a short anecdote or story for illustration. You could also quote an authority or use simple statistics to support your idea. If appropriate, you should briefly mention contrary views and refute them.

The audience always remembers best what it hears last. This means your closing must be memorable. It should reinforce your ideas and leave your listeners with a lasting

impression. If your mission was to inform your listeners, you may want to conclude simply with a summary of the ideas presented in the body of the speech. If your purpose was to persuade or motivate the audience to take some action, you may want to suggest a course of action listeners could take.

Do not introduce any new material in the conclusion. You will only confuse your listeners. Also, do not apologize for anything you may or may not have done or said during your talk. Finish forcefully and confidently.

Examples of a good closing are:

- A summary of the points you have made and the conclusions to be drawn from them
- A specific appeal for action
- A story, quotation, or illustration that emphasizes the point you are making
- A rhetorical question

Be sure to use smooth transitions when moving from the opening to the body to the conclusion of your speech. Good transitions provide continuity and help the audience to follow your presentation.

For Instance

Suppose you will be talking on the danger of accidents in the home and your mission is to increase safety awareness. You could engage the audience’s interest by saying, “You are far more likely to be injured in an accident at home than in any other place” (audience self-interest in the opening). Then expand on this theme.

Then you might begin the body of the speech by giving an example: “Suppose someone fell down the stairs in your home and...” For analogy, you might say, “You are safer walking down the middle of the street in heavy traffic than you are walking down a staircase without a light.”

You could then quote common arguments, such as, “Some people say, ‘I know my house

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so well I could walk around blindfolded.”
Then quote statistics that prove more people are injured at home than anywhere else.

For your conclusion, restate your opening theme and make an appeal for greater care at home. Close on a strong note: “If you don’t worry about yourself, at least set a good example in home safety for your family.”

In this project, the primary focus is on how effectively you organize your speech. However, your evaluator will also consider your use of skills from the previous two projects, such as enthusiasm and conviction and your ability to control nervousness. Your organization must be clear to your listeners, so they can understand exactly what you’re trying to accomplish.

Evaluation Guide for “Organize Your Speech”

Title of Speech

Evaluator

Date

Note to the Evaluator: For this assignment, the speaker’s objectives are to organize a talk that includes a beginning, a body, and a conclusion and that leads the audience to a clearly defined goal. The speaker is also to practice the skills learned in the previous two projects. These skills include speaking with conviction and sincerity and controlling nervousness. In addition to your oral evaluation, please complete this evaluation form by rating the speech in each category.

5 = Excellent

4 = Above average (for speaker’s experience level)

3 = Satisfactory

2 = Should improve

1 = Must improve (requires immediate attention)

Add your comments in the space provided, but don’t comment on each item. Select those items where special praise is warranted, or where you can offer specific suggestions for improvement.

<u>CATEGORY</u>	<u>RATING</u>	<u>COMMENTS/RECOMMENDATIONS</u>
Speech Value (Interesting, meaningful)	5 4 3 2 1	
Preparation (Research, rehearsal)	5 4 3 2 1	
Manner (Direct, confident, sincere)	5 4 3 2 1	
Organization (Purposeful, clear)	5 4 3 2 1	
Opening (Attention-getting, led into topic)	5 4 3 2 1	
Body of Speech (Logical flow, ideas supported by facts)	5 4 3 2 1	
Conclusion (Effective, climactic)	5 4 3 2 1	
Additional Comments:		

Charter Member Application



Club Number (if known): _____ District Number: **06**

Club Name: _____ City: _____

Membership Type: New Reinstated (break in membership) Dual

Transfer from club number /name _____ / _____ Member Number (if known) _____

Last Name / Surname / Family Name _____ First Name / Given Name _____ Middle Initial / Name _____ Male Female

Address Line 1 _____

Address Line 2 _____

City _____ State / Province _____ Country _____ ZIP / Postal Code _____

Home Phone Number _____ Mobile Number _____ Work Phone Number _____

Email _____

Please do not send promotions to me from Toastmasters International's partners.

1. NEW MEMBER FEE U.S. \$20.00 \$ **20.00**

Paid only by new members. Covers costs of the New Member Kit and processing.

1a. California clubs add 7.75% sales tax (\$1.55) \$ **0.00**

2. Membership Dues (\$36 or \$27 if undistricted) \$ **36.00**

3. Renewals (optional)

Pursuant to the Bylaws of Toastmasters International, although you are submitting 6 months of dues at time of charter, Toastmasters clubs are required to remit membership payments semiannually in April and October. Clubs chartering in September or March may wish to submit their renewal dues now to avoid having to collect dues from each member twice in two months. If your club charters in the months of October through March, your next dues renewal is due April 1st. If your club charters in the months of April through September, your next dues renewal is due October 1st. Based on the month your club charters the amount of dues renewal per member is as follows:

		DISTRICTED		UNDISTRICTED	
<input type="checkbox"/> October	or <input type="checkbox"/> April	U.S. \$36.00	\$ -	U.S. \$27.00	\$ -
<input type="checkbox"/> November	or <input type="checkbox"/> May	30.00	-	22.50	-
<input type="checkbox"/> December	or <input type="checkbox"/> June	24.00	-	18.00	-
<input type="checkbox"/> January	or <input type="checkbox"/> July	18.00	-	13.50	-
<input type="checkbox"/> February	or <input type="checkbox"/> August	12.00	-	9.00	-
<input type="checkbox"/> March	or <input type="checkbox"/> September	6.00	-	4.50	-

4. Total of 1, 1a, 2, and 3 \$ **56**

PAYMENT INFORMATION Choose one:

Check or money order in U.S. funds drawn on a U.S. bank payable to Toastmasters International, or credit card payment, must be included. Line 4 is the amount payable to Toastmasters International.

Note: Your club may also charge dues to meet club expenses. Unfortunately, WHQ is unable to charge club dues on the credit card submitted. Club dues must be paid directly to the club. Dues and fees are payable in advance and are not refundable or transferable.

Check: No. _____ Amount \$ _____

Credit Card: MasterCard Visa AMEX Discover

Card No. _____ Exp. Date _____

Signature / Name on Card _____

Other _____

New Member Kit preference:

- English
- Arabic
- Simplified Chinese
- Traditional Chinese
- French
- German
- Japanese
- Spanish
- Visually Impaired Accessible (English only)

Selected materials in the new member kit are available in English only.

Club Dues Worksheet FOR CLUB USE ONLY

International fees and dues: \$ **56.00**

(from Line 4 on left)

Club New Member Fee: **0.00**

Club Dues: **0.00**

Total: \$ **56**

Member's Agreement and Release:

Consistent with my desire to take personal responsibility for my conduct, individually and as a member of a Toastmasters club, I agree to abide by the principles contained in "A Toastmaster's Promise" and the governing documents and policies of Toastmasters International and my club. I will refrain from any form of discrimination, harassment, derogatory, illegal, or unethical conduct, and I understand that if I engage in such conduct, I agree to reimburse Toastmasters International, my club or other clubs, or other individuals involved with Toastmasters, for any damages, losses, or costs resulting from my conduct. Understanding that Toastmasters programs are conducted by volunteers who cannot be effectively screened or supervised by Toastmasters International or its clubs, I release and discharge Toastmasters International, its clubs, governing bodies, officers, employees, agents and representatives from any liability for the intentional or negligent acts or omissions of any member or officer of my club or other clubs, or any officer of Toastmasters International.

By submitting this application, I agree to the collection, use and processing of the personal information I provide to Toastmasters in this Membership Application for the purposes of organization administration, payment of my dues, and inclusion of my contact information in a members' directory that will be distributed to members and employees of Toastmasters. By submitting my personal information to Toastmasters, I also agree that my information may be accessed and used by Toastmasters and its employees and agents. I agree to notify addresschanges@toastmasters.org of any change to my personal information, including making any requests to check, delete or correct my personal information, so that it is accurate and current. I understand that the majority of the data requested in this application is necessary for administrative and planning purposes, and that the failure to provide this information may prevent my application from being properly processed or inclusion of my contact information in the members' directory.

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 speech and leadership projects to the best of my ability, basing them on projects in the *Competent Communication*, *Advanced Communication* or *Competent Leadership* manuals;
- ▶ 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 educational and recognition programs;
- ▶ To maintain honest and highly ethical standards during the conduct of all Toastmasters activities.

I confirm that a completed new member application for this member is on file with the club and will be retained by the club. The application contains both the signature of the new member and the signature of a club officer. Questions should be directed to the **New Clubs** department: newclubs@toastmasters.org.

By my signature below, I agree to the terms of **A Toastmaster's Promise**, and the **Member's Agreement and Release** stated above, and certify that I am 18 years of age or older, in compliance with the Toastmasters International Club Constitution.

I acknowledge that my electronic signature on this document is legally equivalent to my hand-written signature.

Signed: _____
APPLICANT

By my signature below, I certify that this individual has joined the Toastmasters club identified. As a club, we will ensure that this member receives proper orientation and mentoring.

I acknowledge that my electronic signature on this document is legally equivalent to my hand-written signature.

Signed: _____
CLUB OFFICER

In order for this application to be valid both signatures are required.

CLUB OFFICER – Please keep a copy for your club's records. If mailing, send to:
New Clubs, Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA.
If faxing, send to: 949-858-1207.

Note: Please submit information via one method only to avoid duplication.