

TOASTMASTERS
INTERNATIONAL[®]

Club Growth & Club Support

Resources for Division and Area Directors

District Mission

We build new clubs and support all clubs in achieving excellence.

Agenda

- Club Growth 101
- Leadership Opportunities
- Club Growth Incentives (D6 website)
- PR/Marketing/Recruiting
- Helpful Tips & Club Resources

New Club Growth 101

The basics of starting and
supporting a new club

New Clubs

- How to start a club
- Sponsor and mentor role
- How are new clubs assigned to a division and area
- Lead generation

Resources

- (New Club Section):
<http://www.d6tm.org/club-growth-resources/>
- Training for mentors and sponsors



Leadership Opportunities

Supporting new and existing clubs

Leadership Opportunities

- Club Coach
- Sponsor/Mentor
- Research committee
- Demo committee
- NOTE: Club Coach, Sponsor, Mentor (all count toward DTM)

Resources

- DTM requirements: <https://www.toastmasters.org/education/distinguished-toastmaster>
- (New Club and Club Coach Sections): <http://www.d6tm.org/club-growth-resources/>
- Help Wanted Forms: <http://www.d6tm.org/help-wanted/>
- Club coach training and monthly training and support

Club Growth Incentives

Fun and fabulous prizes

Incentives

- **Smedley Award:** Ribbon and 10% off their next club TI order. Just add 5 new, dual, or reinstated members.
 - Program Dates: August 1, 2020 – September 30, 2020
- **Be Our Guest**
 - Program Dates: July 1, 2020 – September 30, 2020
- **Club Coach**
 - Program Dates: July 1, 2020 – April 17, 2021
- **Distinguished Club Coach**
 - Program Dates: July 1, 2020 – June 30, 2021
- **New Club Lead**
 - Program Dates: July 1, 2020 – June 30, 2021

Resources

- Incentive (D6 website): <http://www.d6tm.org/incentive-program-for-2020-2021/>

PR/Marketing/ Recruiting

Let the world know about
Toastmasters!

PR/Marketing/Recruiting

- Club resources (D6 website)
- Virtual guest packet (D6 & TI websites)
- Fliers promoting virtual attendance (TI website)
- Marketing materials (TI website)
- Meet Up/Next Door/EventBrite/Company & Community Newsletters
- District 6 VIRTUAL OPEN HOUSES

Resources

- Virtual guest packet & Club Resources (see guest packet & strengthening your club sections): <http://www.d6tm.org/club-growth-resources/>
- Virtual guest packet (TI): <https://www.toastmasters.org/membership/why-toastmasters>
- Fliers: <https://www.toastmasters.org/resources/resource-library?c=%7B6DD70468-7F9D-4D9C-92CC-7CD0C7CAD75A%7D&rt=199219b4-f1a2-48bf-9295-37c2e2c71ee7>

Helpful Tips and Club Resources

Helpful Tips and Club Resources

- Invite clubs to ask for club coaches
- Invite club members to serve in club growth roles -- great learning opportunity to serve outside of the club
- Share D6 incentives page with members
- Share Club Growth & Strengthening your Club Resources page from D6 website with club members
- Invite clubs that are not meeting online to do so - promote the use of D6 Zoom accounts
- Invite clubs to meet together via Zoom (Buddy Clubs)

Questions

Linda Dorn, DTM
Club Growth Director
linda.dorn@d6tm.org