



## District 6 Toastmasters

Where Leaders Are Made

### New Club Buddy Program

The District Trio and Division Governors are launching the Club Buddy Program, starting immediately. Low-member clubs are encouraged to find a "Club Buddy." To be eligible for pairing with a "Club Buddy," a club should have 12 or fewer paid members as of December 1, 2014.



The goal of the program is to strengthen Club A's meetings while the two clubs work together to build membership in the low-member club. Club A will be relieved of the strain of just trying to keep their club alive, their members will be rejuvenated, and with the added energy of Club B, meaningful structural steps will be taken to rebuild.

Please reach out to your respective Area and Division Governors and/or the District 6 Trio for more information on this exciting program!

### Membership & Club Statuses

With one half of this Toastmasters year elapsed, there remains much more work for us to do (District 6 is not on track to being a Distinguished District to date, based on paid clubs and membership/membership payments). Moreover, our goal of extending the Toastmasters opportunity to more in our district is in jeopardy. Both of these categories are off of the paces set in 2012-2013 (Distinguished District year) and 2013-2014 (one percent membership growth).

#### District 6 Membership & Club Renewal Update (December 20, 2014)

Category	Totals
Total YTD Membership Payments (2014-2015)	5,176
Total YTD Membership Payments (2013-2014)	4,882
Paid Clubs Base (July 1, 2014)	289
<b>Paid Clubs YTD</b>	<b>273</b>
Paid Clubs YTD (2013-2014)	277
<b>Low - Min. Requirement Not Yet Met</b>	<b>11</b>
<b>Renewals Not In</b>	<b>9</b>
<b>Suspended Clubs</b>	<b>4</b>

In an effort to improve both membership and club retention, I reached out to almost all of the clubs (current contact information not readily available) that have not renewed or have not yet met the minimum required membership of eight to see how the district can be of assistance. To date, four of the clubs contacted (Uncle Wyatt's, Plain-ly Speaking, Super Valued Speakers, and Forest Lake) have reached the minimum of eight members!

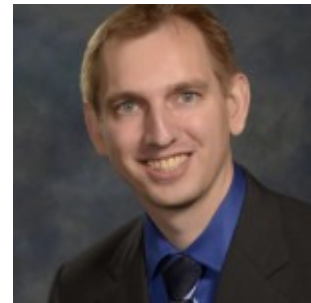
Thanks for all that you do to *enlighten* each other in our Toastmasters journey.

**Clinton Hunt, Jr., Ph.D., DTM**  
District 6 Governor, 2014-2015  
District 6, Toastmasters International  
**Where Leaders Are Made**

## Education & Training

### 2015-2016 District Leaders Wanted

Do you want to be a part of the District Leadership team for the 2015-2016 year? Does the role of Area Director (renamed from Area Governor), district Secretary, Treasurer, Logistics Manager (aka Sergeant-at-Arms), or any of our many chairs (TLI, Conferences, Youth Leadership, etc.) interest you? If so, please contact me (Larry Marik) through the District 6 "Contact Us" page at <http://www.d6tm.org/contact?id=13360>. For a full list of possible roles, please see our current directory at <http://www.d6tm.org/directory>.



### Educational Awards

The educational awards continue to grow. Congratulations to all who have submitted awards. To date, District 6 Toastmasters members have completed 186 Competent Communicators, 125 Competent Leaderships, 84 Advanced Communicators, 63 Advanced Leaderships, 33 Leadership Excellence awards, 22 Distinguished Toastmasters, and 33 Triple Crown awards. For a complete list of members who received individual awards, please go to <http://reports.toastmasters.org/reports/dprReports.cfm?r=3&d=6>

### Club Officer Trainers

Reminder: there will be some changes for our round two of club officer training. If you are not an Area or Division Governor and you plan to help with club officer training, please reach out to me first. Area Governors, please submit your club officer training sheets to your Division Governor.

### Toastmasters Leadership Institute (TLI)

Our TLI is Saturday, February 7! Please plan to attend another great TLI. Please check [www.d6tm.org](http://www.d6tm.org) for more information. Online registration will be posted shortly. Special note: club officer training AND the education sessions will be FREE this round, but you will still need to register!

### TLI Location

Ramada Plaza Minneapolis  
1330 Industrial Blvd NE  
Minneapolis, MN 55413

### Call for Presenters (at TLI)

We currently have a call out for presenters at our TLI. If you are interested in presenting, please submit your request no later than January 12. For more information, go to [www.d6tm.org/2015-winter-tli-call-for-presenters](http://www.d6tm.org/2015-winter-tli-call-for-presenters).

### Larry J. Marik, DTM

Lieutenant Governor Education & Training, District 6, 2014-2015  
District 6, Toastmasters International

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## Marketing Matters

### New Club Birth Announcement

Congratulations to District 6's newest club, [Toastmaster on a Stick](#), chartered 12/03/14 in Saint Paul. Several clubs are working on chartering, and several kickoffs are already scheduled for 2015! Sponsors, mentors, and coaches are needed!



### New Member Recruitment Survey Results

*What are the most effective methods that District 6 clubs use to recruit new members?* That was the overarching question for a membership recruitment survey sent to club presidents of the 71 clubs in District 6 that gained four or more members in the first five months of the Toastmasters year, July 1 to November 30, 2014. Thirty-five club presidents responded by December 5 and are included in the survey results.

The two most commonly used methods that resulted in new members were **personal invite** and **club websites**. Although these two were by far the most common, other methods that were used by five or more clubs included [Meetup](#), educating members on inviting guests, open houses, flyers/posters, Speechcraft, and corporate newsletter/website.

Read the complete survey results [here](#).

Several respondents commented on the importance of having quality meetings with a friendly, welcoming atmosphere as being crucial in converting guests to members. Some comments:

*"We have fabulous, well organized, fun meetings. This is our main recruiting tool." -- Jeff Wiemann, Lino Lakes Toastmasters*

*"Following up with guests has been key." -- Cindy O'Leary, Midday Mumbler*

*"Simply taking an interest in the other person works wonders." -- Harold Osmundson, AC Early Risers*

*"We tell visitors that we want them to join (we "ask" for the sale). And we have two people provide anecdotes about how Toastmasters helped them." -- Robert Metcalf, Gopher Toastmasters*

### Club Website Examples

Want more club visitors? Check out two clubs that gained five or more members since July from

their club websites (from the District 6 membership recruitment survey): [video](#) (2:40)

How engaging (and correct) is your club website? How about your club information on Toastmasters International?

### **How Good Is Your Club?**

Want more club visitors? Want more members to renew? Have quality meetings!

Evaluate your club with this easy checklist: [Club checklist](#).

### **Talk Up Toastmasters: February 1 - March 31**

Your club has quality meetings. Check.

Your club's meeting information is correct at Toastmasters International and on your club website. Check.

You want more club visitors and members. Check.

When your club adds five new, dual, or reinstated members between February 1 and March 31, your club will receive a special "Talk Up Toastmasters" ribbon to display on your club's banner, plus a 10% discount code for an order at Toastmasters International.

Make your promotional plans now (membership contest, open house, etc.).

### **Diane Windingland, DTM**

Lieutenant Governor Marketing, District 6, 2014-2015

[toastmasterdiane@aol.com](mailto:toastmasterdiane@aol.com)

612-306-4214



**Talk Up Toastmasters!**  
Membership Contest February 1 - March 31  
**Add 5+ Members**

## **Welcome to 2015**

Dear fellow Toastmasters,

It has been a hectic past few months. To me it feels as if 2014 passed in the blink of an eye. Do you feel the same, that the year ended with not enough time? If you do, I share your feelings. I imagine that the lack of time affected the plans you had for Public Relations. Well, the good news is, it's never too late.



The start of a year means that we need to revisit the plans, to learn from what worked and what did not before setting new goals. Yes, I encourage you to review your club goals with your club officers as well as members interested in club growth. Every small step taken adds up.

One lesson I have learned on the nature of volunteer work in Toastmasters is that it works best if it involves every interested member and not just the officers. So I encourage you take time at the new year to reassess the skills that you wish to develop. Then work with your club leaders in a team for action.

I hope your club achieves its goals in the remainder of this Toastmasters year. Share your success stories, and share them with non-members as well. I hope you have a wonderful Toastmasters experience in the coming year.

Wishing you a happy and successful 2015,

**Ravi Rai, DTM**  
Public Relations Officer

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## Reminder: Update Club Information

January is a prime time for members to join Toastmasters. To help potential new members find you, please make sure that your club's contact information is current and that the listing accurately reflects your club meeting location, day, time, and frequency. This will also help the District 6 Realignment Committee.



Update your contact information on [Toastmasters.org](http://Toastmasters.org)

- Building name
- Address
- Contact person - phone number and email address
- Meeting frequency, day, and time

Update/refresh your club's website:

- Current address and driving directions
- Encourage guests
- Recent picture of club members

Any of your club officers may update your club's information with Toastmasters International.

I wish you all happiness and success in 2015.

**Dru Jorgensen, DTM**  
Past District 6 Governor