



# Club Officer Training

District 6

June 1 – August 31, 2012



# Agenda

- ▶ Welcome & Opening Comments
- ▶ Distinguished Club Plan
- ▶ Education & Leadership Program
- ▶ Moments of Truth
- ▶ Officer Roles/ Responsibilities
- ▶ Q&A



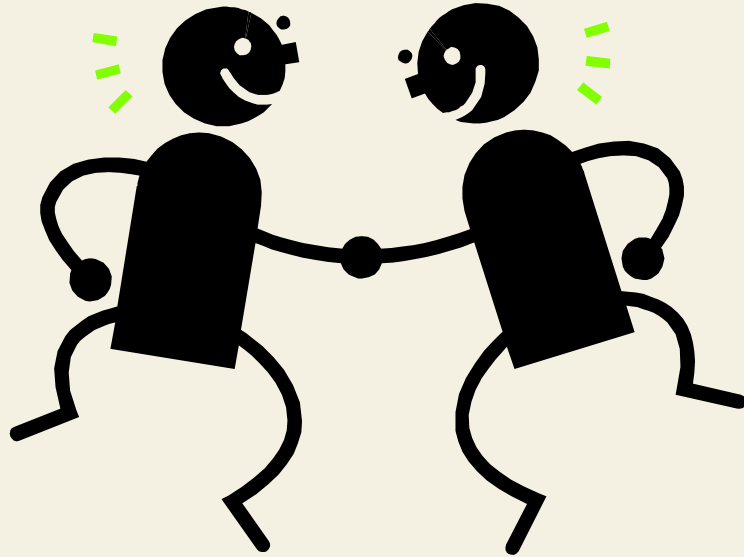
# Welcome

- ▶ This year we are focusing on a District wide membership building campaign
  - Are you ready to meet/greet guests?
  - Do you ask guests to join the club?
  - Is your website up to date?
  - Toastmasters International how to find club have a valid contact #, link to your website?
  - Does your club website link to [d6tm.org](http://d6tm.org)?



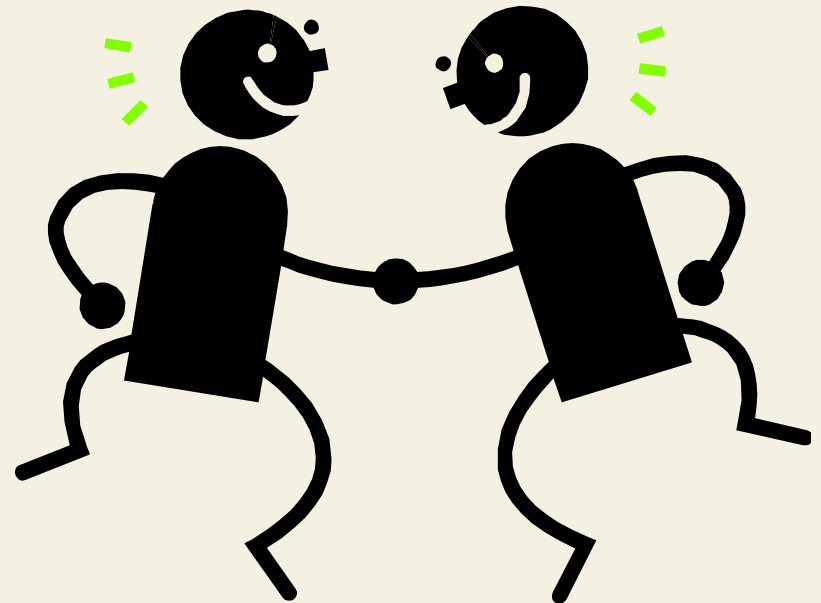
# *Toastmasters Distinguished Club Plan*

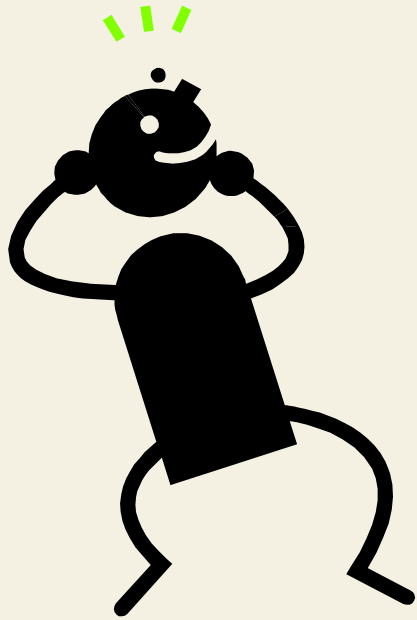
## Steps to a Distinguished Club



Two Competent  
Communicators

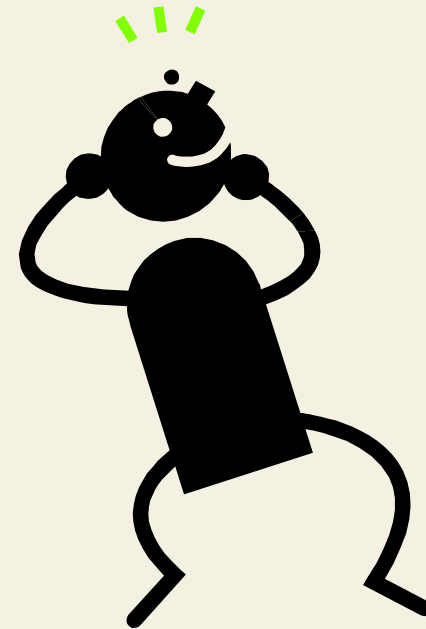
Two More  
Competent  
Communicators





One ACB, ACS, or ACG

One More  
ACB, ACS, or ACG

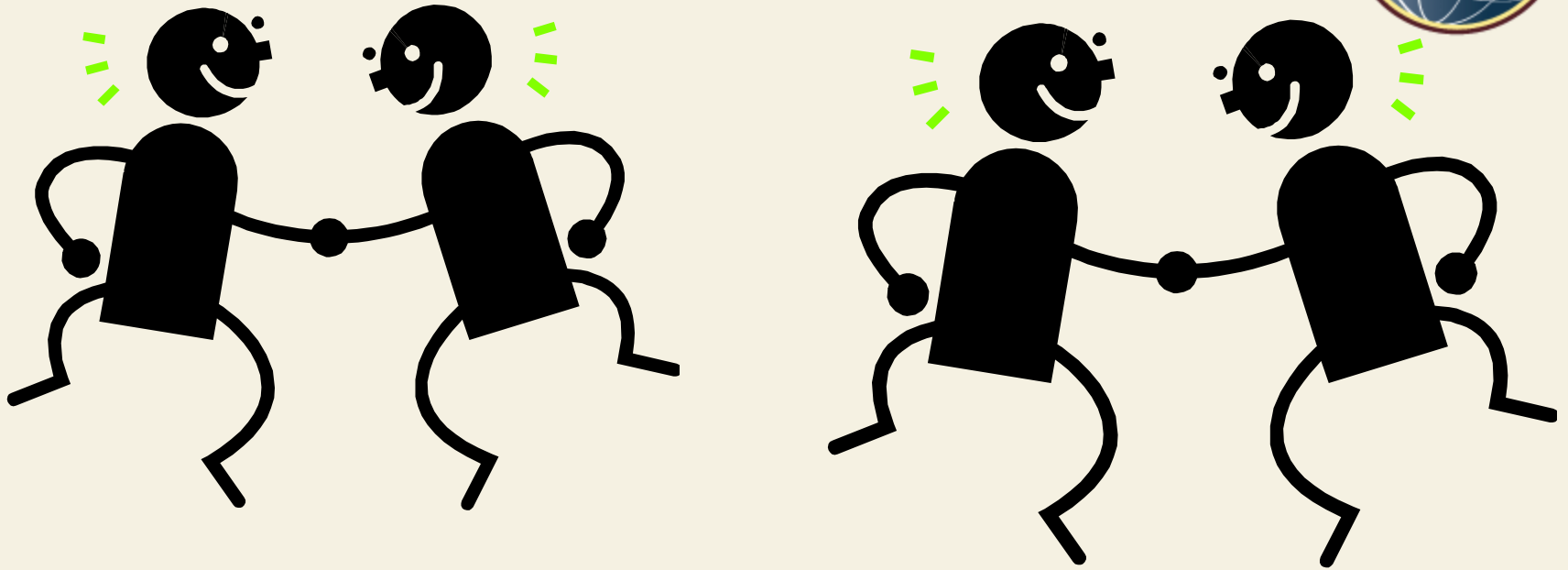




One CL, ALB, ALS or DTM



One More  
CL, ALB, ALS, or DTM

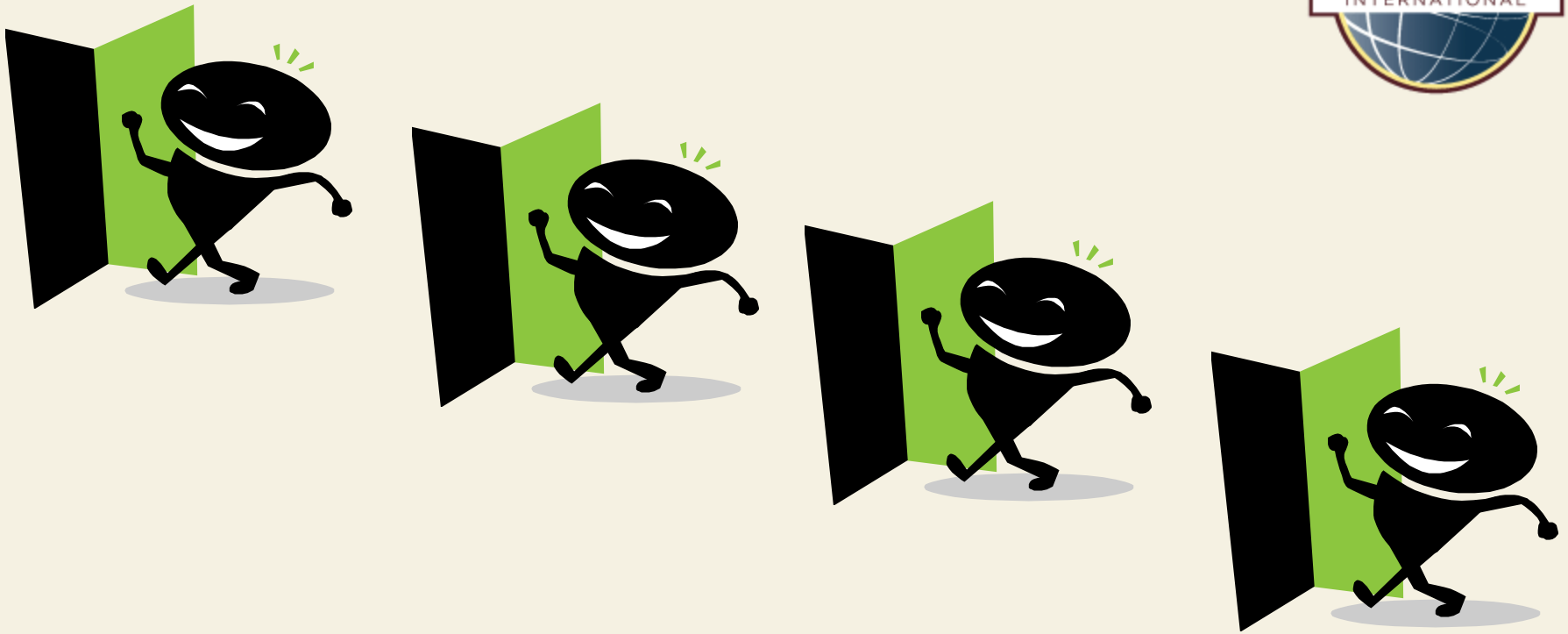


# Four New Members

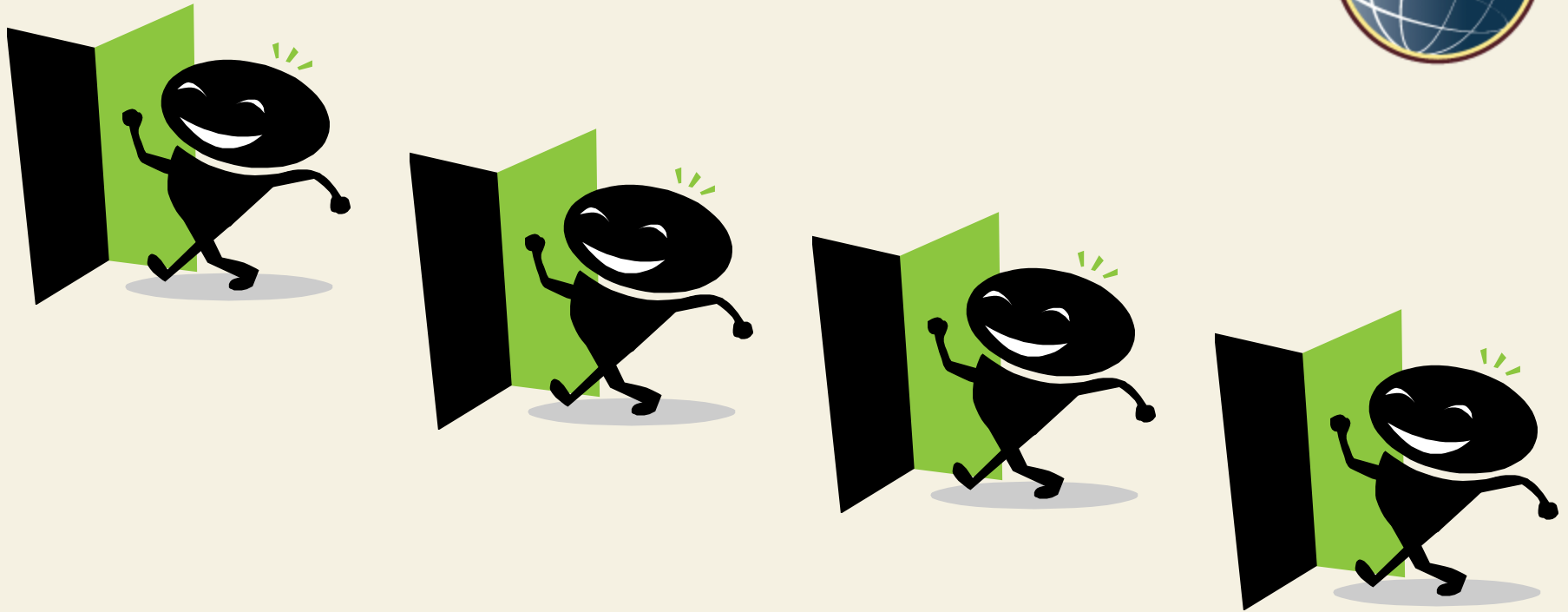




Four More  
New Members



Minimum of Four Officers  
Trained First Training Period



Minimum of Four Officers  
Trained Second Training Period

# Submit Semi Annual Dues on Time



# Submit one Membership Report And One Officer List on Time





**Clubs with at least 20 members or with net growth of a minimum of five new members by June 30 are eligible for TI recognition at year end if the club also accomplishes the following:**

**Achieve any 5 of 10 goals...Distinguished Clubs**

**Achieve any 7 of 10 goals....Select Distinguished Clubs**

**Achieve any 9 of 10 goals....President's Distinguished Clubs**



# Education & Leadership

- ▶ Review handout



# Moments of Truth

## Successful Club Series

- ▶ A club's most important goals are member service and personal satisfaction. In order to keep members active and recruit new members, clubs must provide courteous, attentive and capable service to every member and guest.
- ▶ When anyone comes in contact with any aspect of Toastmasters, the person forms an impression based on his or her experience at that particular time. Clubs must remain cognizant of these crucial, decisive times and ensure that every experience with Toastmasters is a positive one.



# Moments of Truth

## Successful Club Series

There are six critical moments of truth in which clubs have an opportunity to create positive impressions.

1. First impressions
2. Membership orientation
3. Fellowship, variety, and communication
4. Program planning and meeting organization
5. Membership strength
6. Achievement recognition

Go to: Toastmasters International \login \ Shop \ digital content \ 290DCD



# Club Officers – Your Opportunity for Leadership



- ▶ **Leadership** can be defined as the ability to inspire and motivate others to accomplish a targeted goal.
- ▶ **You** are a club leader!



# Club Officer Positions

- ▶ **President**
- ▶ **Vice President Education**
- ▶ **Vice President Membership**
- ▶ **Vice President Public Relations**
- ▶ **Secretary**
- ▶ **Treasurer**
- ▶ **Sergeant at Arms**



# General Officer Responsibilities

- ▶ **Promote Club Excellence**
- ▶ **Attend Club Executive Committee Meetings**
- ▶ **Attend District-sponsored Officer Training**
- ▶ **Greet Guests**
- ▶ **Prepare Successor For Office**

# President



## Roles and Responsibilities



# President

Serve as the club's chief executive officer and is responsible for general supervision of the club.

## ▶ **Lead Club Executive Committee**

- Monitor officer's performance
- Provide guidance to officers
- Motivate achievements by officers

## ▶ **Promote the DCP**

- Implement the plan
- Review the progress



# President

- ▶ **Conduct Club Business meetings**
- ▶ **Facilitate communications between**
  - Club officers
  - Area and club members
  - Division and club members
  - District and club members
  - Toastmasters International and the club



# President

- ▶ **Attend area council meetings**
- ▶ **Vote as Club representative**
  - Area, Division and District Council
  - International Convention
- ▶ **Recognize member achievements**

# VP of Education



## Roles and Responsibilities





# VP of Education

**Serve as the club's second ranking officer and is responsible for planning successful club meetings to assure members can achieve their goals.**

- ▶ **Promote the educational program**
  - Manual speeches only
  - Promote the leadership track
  - Encourage advancement (e.g. complete CC and/or CL)
  - Monitor individual members' progress
  - Submit awards



# VP of Education

- ▶ **Plan effective and fun meetings**
  - Publish monthly assignment schedule
  
- ▶ **Help orient new members**
  - Assign a mentor
  - Get and keep them involved
    - Table topics participant (1<sup>st</sup> meeting)
    - Meeting role (3<sup>rd</sup> meeting)
    - Ice Breaker (4<sup>th</sup> meeting or sooner)



# VP of Education

- ▶ **Monitor mentors' performance**
- ▶ **Promote effective evaluation skills**
  - Using *Successful Club Series*
    - *Evaluate to Motivate*
    - *Moments of Truth*
    - *Mentoring*
    - *Finding New Members for Your Club*



# VP of Education

- ▶ **Promote involvement beyond the club**
- ▶ **Vote as Club representative**
  - Area, Division and District Council
  - International Convention
- ▶ **Preside in the President's absence**



# VP of Education

- ▶ **Facilitate communications between**
  - Club officers
  - Area and club members
  - Division and club members
  - District and club members
  - Toastmasters International and the club

# VP of Membership



## Roles and Responsibilities



# VP of Membership

**Serve as the club's third ranking officer and is responsible for promoting membership**

- ▶ **Make a plan for club membership**
  - One new member each month
  - 20 members by year end
    - Anticipate loss
    - Work on retention
  - Conduct two membership drives each year



# VP of Membership

## ▶ Guest orientation

- Give out a guest packet
- Know how to fill out a membership application
- Explain the program
- Explain how to join
- Invite them to join
- Fill out application with them
- Send a thank you and invite them back





# VP of Membership

- ▶ **Have the club vote in a new member**
- ▶ **When a guest joins:**
  - Present them with a new member packet
  - Explain how they will get their education materials
  - Explain how they get on the assignment schedule
  - Introduce them to the Treasurer
  - Introduce them to the VP Education
  - Welcome them to the club

# VP of Public Relations



## Roles and Responsibilities



# VP of Public Relations

**Serve as the club's fourth-ranking officer and is responsible for promoting the club**

▶ **Plan a public relations campaign**

■ **Media**

- Local newspaper – press release
- Consider TV stations
- Flyers – place around town
- D6 website at [www.d6tm.org](http://www.d6tm.org)
- *Maintain a club website*



# VP of Public Relations

- ▶ **Plan a public relations campaign**
  - Produce and distribute a monthly newsletter
    - Highlight members and achievements
    - New members joining
    - Special club events
    - Educational articles
    - Add color and photos
    - Use your imagination!

# Secretary



## Roles and Responsibilities



# Secretary

**Serve as the club's fifth-ranking officer and is responsible for maintaining documentation**

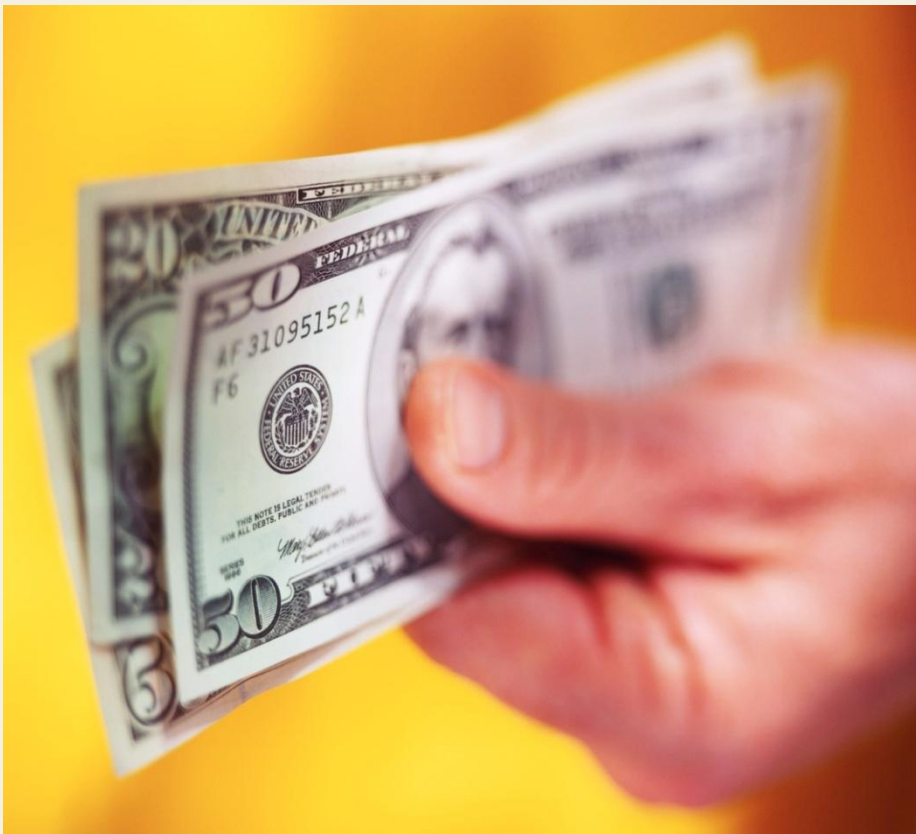
- ▶ **Maintain and distribute membership roster**
- ▶ **Record meeting minutes and distribute as needed**
- ▶ **Report any officer changes to:**
  - Area governor
  - Division governor
  - Toastmasters International at
    - [www.toastmasters.org](http://www.toastmasters.org)



# Secretary

- ▶ **Handle general club correspondence**
- ▶ **Maintain club archives and history**
  - Charter
  - Constitution and Bylaws
  - Minutes
- ▶ **Arrange for a replacement if unable to attend a meeting**

# Treasurer



## Roles and Responsibilities





# Treasurer

**Serve as the club's sixth-ranking officer and is responsible for maintaining club finances**

- ▶ **Prepare a budget**
- ▶ **Obtain a debit card**
- ▶ **Prepare and send dues statements**
- ▶ **Review applications for accuracy**
- ▶ **Submit new member applications to World Headquarters within 48 hours**



# Treasurer

- ▶ **Pay bills**
- ▶ **Keep records of all financial transactions**
- ▶ **Present quarterly reports**
- ▶ **Present club record to club audit committee**
- ▶ ***Collect and send dues to World Headquarters by October 1 and April 1***

# Sergeant At Arms



## Roles and Responsibilities



# Sergeant At Arms

**Serve as the club's seventh-ranking officer and is responsible for maintaining supplies and equipment**

- ▶ **Secure a meeting location**
- ▶ **Assure the location is set up as desired**
- ▶ **Post directions as needed**
- ▶ **Set out materials for guests**
- ▶ **Distribute voting ballots/evaluation materials**



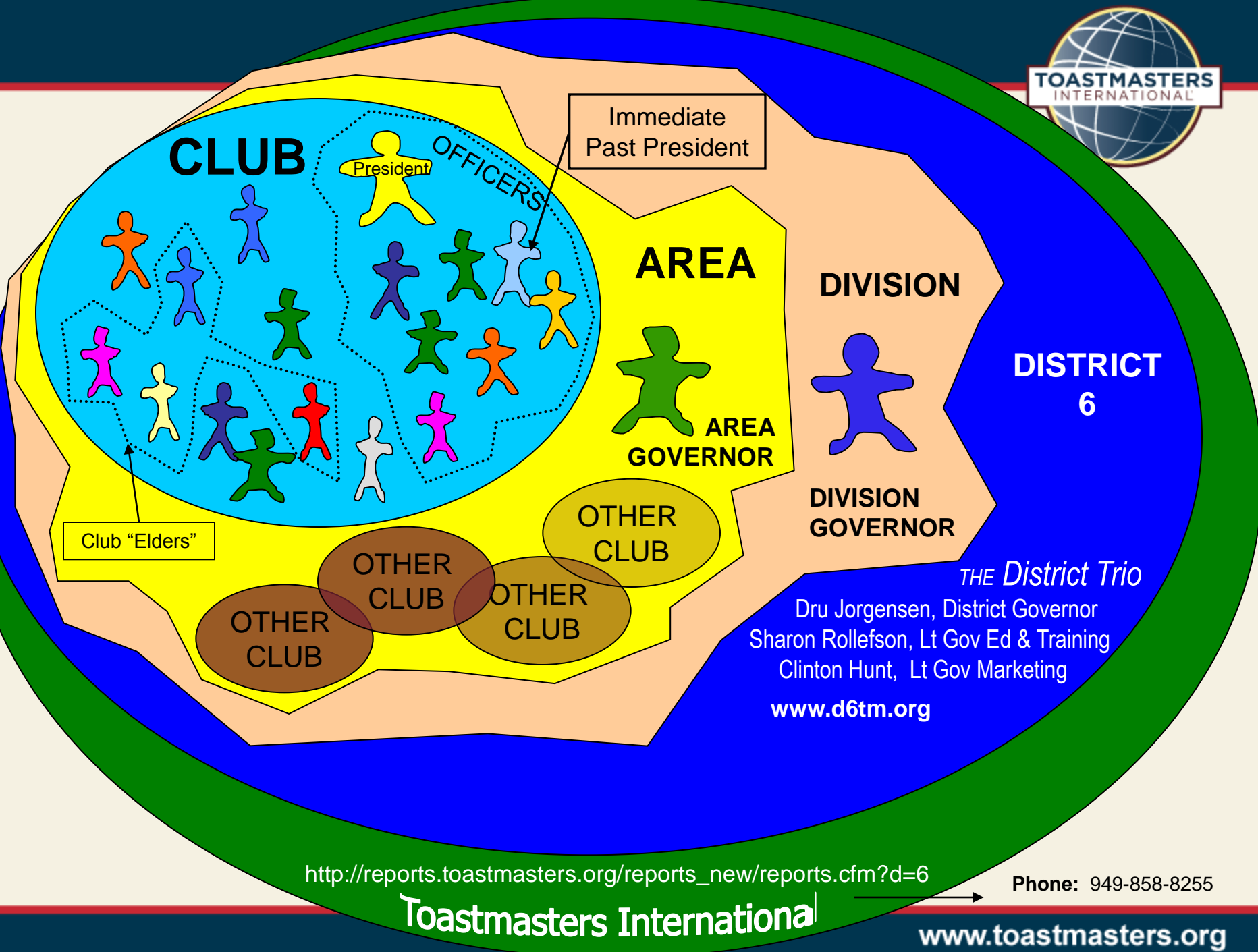
# Sergeant At Arms

- ▶ **Call meeting to order**
- ▶ **Conduct the Pledge of Allegiance**
- ▶ **Collect materials and equipment and return to storage**
- ▶ **Clean up and arrange meeting room appropriately**



# Resources

- **Club Leader Handbook**
- **Area Governor**
- **Division Governor**
- **Members - Leadership track**
- **Toastmaster Leadership Institute (TLI)**
- **Area officer meetings**
- **District 6 website**
  - [www.d6tm.org](http://www.d6tm.org)
    - [www.d6tm.org/clubresources](http://www.d6tm.org/clubresources)
- **Toastmasters International**
  - [www.toastmasters.org](http://www.toastmasters.org)



**CLUB**

President

OFFICERS

Immediate Past President

**AREA**

AREA GOVERNOR

**DIVISION**



DIVISION GOVERNOR

**DISTRICT 6**

*THE District Trio*

Dru Jorgensen, District Governor  
Sharon Rollefson, Lt Gov Ed & Training  
Clinton Hunt, Lt Gov Marketing

[www.d6tm.org](http://www.d6tm.org)

Club "Elders"

OTHER CLUB

OTHER CLUB

OTHER CLUB

OTHER CLUB

[http://reports.toastmasters.org/reports\\_new/reports.cfm?d=6](http://reports.toastmasters.org/reports_new/reports.cfm?d=6)

Phone: 949-858-8255

**Toastmasters International**

[www.toastmasters.org](http://www.toastmasters.org)



# LEADERSHIP

- ▶ **What are your goals?**
- ▶ **What is something you can do in your officer role to improve your club?**





# Club Officers – Your Opportunity for Leadership

**“Coming together is a beginning.  
Keeping together is progress.  
Working together is success.”**

**-Henry Ford**



# Upcoming Events – You Are Invited

- ▶ Toastmasters Leadership Institute, TLI
  - Date: Saturday, July 21, 8 am- 2:pm
  - Location: Ramada Mall of America
  
- ▶ District 6 Fall Conference
  - Date: October 19-20, 2012
  - Location: Cragun's, Brainerd, MN



# Closing Questions

## **First Impressions:**

- ▶ Were you encouraged to participate in the meeting and to comment on your experience?
- ▶ Were you greeted at the door?

## **Fellowship, Variety, and Communication**

- ▶ Did you feel welcomed?
- ▶ Were you encouraged to participate in area, division, district and international events?

## **Program Planning and Meeting Organization**

- ▶ Where or how did you learn about this training event?
- ▶ Were the presenters positive?

## **Membership Strength**

- ▶ Does your club participate in membership building programs?

## **Achievement Recognition**

- ▶ Does and will your club use the DCP for planning and recognition?



**Q & A**

**EVALUATION FORMS**



**TOASTMASTERS**  
INTERNATIONAL®