

Attracting New Members to Your Club

Club Leadership Training Program





Attracting New Members to Your Club



THE MISSION OF THE 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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Training Club Leaders... A Vital Function

As a coordinator for club leadership training, you have one of the most important roles in Toastmasters. The quality of a club meeting determines whether people join and stay in our organization. For a Toastmasters club, success lies in the ability to provide an environment that fosters meaningful self-development for all members. This is where officer training comes into play. Club officers must know their roles and responsibilities. The trainer's job is to explain this and make sure all officers understand why their roles are so important for the overall success of the club. By the end of the training session, the members of your audience will be familiar with the standards for this office. Your effectiveness as a trainer can make the difference between success and failure for a Toastmasters club.

Preparation is the key to a good training session. Review the manual, then study the training program thoroughly. Inject your own personality and experiences to create a session that is educational, enjoyable and motivational. Tips to help you prepare are provided in Part I. Part II is the training script while Part III has handouts, including an evaluation form, to distribute. Part IV contains copy for your visual aids. **This entire training program, including handouts and PowerPoint slides, is available for downloading on the Toastmasters International Web site, www.toastmasters.org.** Be sure to check the availability, condition and instructions for all electronic equipment prior to your training session. What would you do if your computer didn't work? What if you didn't know how to operate their brand of data projector? Be prepared with backup visuals, such as a flipchart, in case of technical failures. And be sure to arrange for help with any technical questions well before the event.

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PART I: Preparing for the Training Session

Three Steps in Planning a Successful Training Program

1. Prepare the training agenda.

The information in the following script should be the core of your training session and should take about an hour to present. However, you may want to devote additional time to some subject areas or add other subjects for discussion, depending on the needs of the clubs. You should discuss your agenda with the Lt. governor education and training to ensure your program is appropriate.

2. Obtain and prepare materials.

- ▶ Prepare visuals using the master copies found in Part IV or on the Toastmasters International Web site. If a flipchart will be used instead of computer-based visuals, prepare it in advance: Write the information on every other flipchart page, using a marking pen and making sure all letters are large enough to be clearly visible to participants. Tips for effectively using visual aids are also included.
- ▶ Confirm the availability of computer equipment. If you are planning to use computer-based visual aids at the training site, you should know that providing such equipment is a locally-based decision, and not all districts have them on hand. So you may need to bring your own laptop computer and data projector. Also, some training locations may offer Internet access, so you can present the PowerPoint slides directly from the Toastmasters Web site. A better idea is to download the materials onto your computer before the event. This will protect you from annoying interruptions if your Internet access disconnects.
- ▶ Duplicate the handouts and evaluation form in Part III, along with any additional handouts you will distribute.
- ▶ Assemble reference materials. These may be available from the district, or you can order them through the Toastmasters International online catalog. Be sure to allow adequate time for shipping. If you are conducting training for a specific club officer, be sure to have a copy of the manual for that office. You'll refer to it throughout the training session.

3. Select training assistants.

You may want to have someone assist you in conducting the session (distributing handouts, etc.). Select that person in advance and explain what type of help you will need.

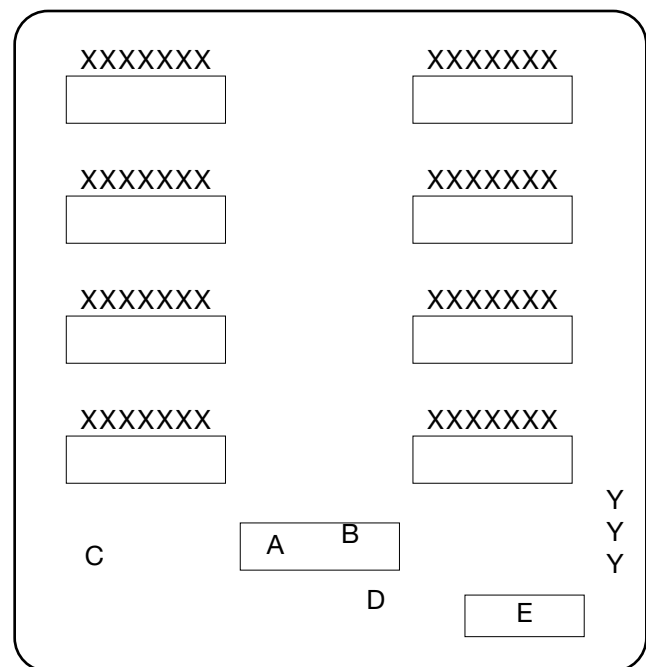
The Training Environment

A satisfactory physical environment is essential for an effective training session. In advance, arrange for your meeting room to be properly set up. You will need a room large enough to comfortably seat the attending officers. Ideally, it should have space in the back for coffee breaks as well as enough room in front to accommodate any electronic equipment and a work table for materials and supplies. Make sure you have a data projector, computer and screen if you are using computer-based visuals, and don't forget to include a spare bulb and extension cord.

The chart below illustrates an ideal physical setting for a training session.

KEY

- A** lectern and gavel
- B** projector and laptop computer
- C** flipchart
- D** screen
- E** table for materials and supplies
- X** participants
- Y** training assistants



Upon arrival, check the room temperature. A room that is too hot or too cold is distracting and uncomfortable. Finally, greet and chat with as many participants as possible before beginning the session.

How to Use the Program Script

The training script in Part II is simple to use but requires considerable preparation. Its design allows presenters the opportunity to be flexible and creative and at the same time provides structure and ensures the important elements are emphasized. Because there is a lot of information, you may not be able to cover it all during the allotted time.

Interspersed throughout the script are boxed segments, offering explanations and guidelines for conducting group exercises and other portions of the training session. In the right column are keys to visual aids and space for your own notes.

When presenting the script, do not read it. Instead, become so familiar with the topic that you can paraphrase and embellish it to suit your own presentation style. Remember, new officers may not be familiar with Toastmasters jargon and acronyms such as CC and DTM.

Keep two things in mind when preparing for your training session:

- ▶ Fit your planned discussion to the time allotted.
- ▶ Allow ample time for group discussion and participation.

Manage your time from the start by asking your group which topics are most important to them, then cover those topics first. If time remains you can address the remaining topics. This means you may have to skip around in the script instead of following it in order.

Mention at the end of the session that they can find information on all of today's topics in their officer manual and point out other available resources on their "Resources List" handout.

Part III consists of handouts and an evaluation form to distribute during the session, as marked in the script. Be sure to make enough copies for everyone.

Part IV contains the basic visual aids for the program. Each is designated in the script in the right column as V #. PowerPoint visuals are available on the Toastmasters International Web site, or you can copy the text on a flipchart.

Checklist for Club Officer Training

- ___ Training assistants appointed
- ___ Projector, computer, screen, spare bulb and extension cord set up and tested
- ___ Web access confirmed, if needed
- ___ Flipchart and easel available, along with marking pens
- ___ Visual aids ready
- ___ Handouts reproduced and available
- ___ Room arranged and well-lighted
- ___ Coffee and refreshments ordered
- ___ Supplies and reference materials on hand
- ___ Notepads and pencils available for each participant

Evaluation and Follow-up

Ask the participants to fill out the evaluation form at the end of the session. Use this information in planning future training sessions.

Evaluate the trainees' use of materials. Be sure to follow up with club leaders throughout their term. Keep in mind that learning is a continuous process. Hold formal or informal review sessions as frequently as possible. If necessary, hold a make-up session for those who were unable to attend.

PART II: Training Script

PRESENTER: Welcome the group and present a brief opening address focusing on the importance of the club experience in the personal development of members. Comments should be positive and highly motivational in nature, emphasizing a commitment to member service in all aspects of the Toastmasters club. Also, mention the length of the training, the location of the rest rooms and phones, and other pertinent information. But remember: Time is precious and must be controlled carefully throughout the session.

NM-V #1

WHY BUILD MEMBERSHIP?

To operate optimally, clubs should be at “charter strength”— 20 or more members. When a club has 20 or more members, more people are available to fill meeting and club officer roles, which means no one member is overburdened with responsibilities. Also, meetings are more fun because more people are involved. Having 20 or more members also will make it easier for the club to become a Distinguished Club. Every club’s goal should be to be recognized as a Distinguished Club.

Of course, there’s more to it than this. People are highly mobile, and their lives often change. They come and go. Because of attrition, the club must have a constant influx of new members.

Today we'll discuss how to help prospects discover what membership in your club can do for them and how to turn them into enthusiastic new members. You'll also learn skills you can use in your own life.

NM-V #2

Over the next few minutes, we'll cover these steps:

1. Finding prospects
2. Making every meeting a sales tool
3. Helping the prospective member decide to join
4. Starting the new member off right

We'll also talk about incentives you can provide to encourage members to help the club grow.

NM-V #3

Step One: Find Those Prospects

People join Toastmasters because they have needs they want to meet. Prospecting is the process of finding people in need. Who are they, and where do you find them?

PRESENTER: Conduct a five-minute group discussion based on these questions: "Who are prospective Toastmasters?" "Where do you find them?" If time permits, you may wish to share examples from your experience. You also may wish to record participants' responses on the flipchart.

Would you agree that every member of your club knows people who need Toastmasters training? If so, it should be easy to develop a prospect list as part of your membership campaign. Contact every person on that list and invite them to attend a meeting. That's your primary objective—to get them to witness Toastmasters in action. On average, one in three prospects actually joins a Toastmasters club. This means if your growth target is 10 new members, you'll want to find and contact at least 30 prospects. So find those people in need, and get them to a meeting!

NM-V #4**YOU ARE THE KEY!**

Four out of five new members say they first learned about Toastmasters through personal contact . . . with friends, relatives or co-workers. For Toastmasters, word-of-mouth is the best advertising. The more people in your club who talk with their friends, family and co-workers about how they have benefited by their membership, the easier membership recruitment will be.

So each of your club's members is involved in membership building. Two outstanding modules will help you, Finding New Members For Your Club (Item 291) and Closing the Sale (Item 292). These will help your club's members recognize that membership building is necessary and teach them how to recruit new members. Speechcraft (Item 205) is also an excellent membership-building tool. Often Speechcraft participants will join the club.

NM-V #5**Step Two: Make Every Meeting Great**

Getting prospects to attend meetings is vital because your club's meetings are your opportunities to showcase Toastmasters. When you have great meetings, people want to join. On the other hand, poor meetings drive prospects out the door.

No matter who you are or what your relationship to a prospect may be, chances are that person will judge the entire Toastmasters program by what he or she sees at one meeting. Your objective is to help the prospect discover the benefits of joining. You can't afford to leave this judgment to chance . . . You have to *make* it happen!

HOW GOOD IS YOUR CLUB?

Do your members look forward to your next Toastmasters meeting? Are most guests joining your club? If your answer to either question is “no,” it's time to find out why. Toastmasters International has a tool to help you analyze your club called The Moments of Truth.

NM-V #6

A moment of truth is a brief window of time in which a critical objective must be achieved. An example of the first moment of truth experienced by a prospective Toastmaster is when he or she walks for the first time into the club's meeting room. Is the prospective member greeted warmly and introduced to the members and made to feel at home? If the answer is yes, then your club was successful during this particular moment of truth!

The Moments of Truth evaluation is an objective look at club operations in the following categories:

- ▶ First impressions
- ▶ New member orientation
- ▶ Fellowship, variety and communication
- ▶ Program planning and meeting organization

- ▶ Membership strength
- ▶ Recognizing accomplishments

The Moments of Truth (Item 290) is available from World Headquarters.

After your club completes The Moments of Truth, analyze the results of your evaluation and work on any items that need improvement.

Having top-quality meetings has other benefits. Great meetings help your club retain the members it already has. They enhance the learning environment, increasing the rewards of belonging. And they generate enthusiasm, which will cause members to work harder to bring in more new members.

Your objectives should be to maintain an atmosphere of learning, enjoyment and fellowship that captivates every guest – so he or she wants to become part of it. How do you do this?

It should be readily apparent to prospects that your club's purpose is to meet these needs. Make it clear that by joining, potential members will:

- ▶ Be among people who are interested in their well-being, who want to help them overcome their fears about speaking before groups.
- ▶ Be among people who will welcome them as part of a group committed to worthwhile goals.
- ▶ Be part of a learning process that will build their skills, recognize their accomplishments and make them feel good about themselves.
- ▶ Be given a chance to grow, to reach their potential, to become the kind of people they want and deserve to be.

That's the power of having excellent meetings. It helps people visualize how their problems will be solved and their needs satisfied.

NM-V #7

Step Three: Help Them Decide To Join

How do you help prospects discover their needs and wants? Probably the best way is through questioning and listening. Most people's needs and goals are vague, but these will crystallize when you ask them direct questions.

For example, ask, "Do you ever have to give a presentation at work?" "Do you have to lead groups or conduct meetings?" "Would you do better in your career with stronger leadership and speaking skills?"

Such questions help prospects identify their specific needs. Develop your own list of questions that will help prospective members discover the difference between the way things are now and the way they can be if they join your club.

But asking questions is just part of the two-way communication process. The other part requires effective listening. People like it when others listen to their concerns and show interest in them. And resistance melts when a prospect feels you understand him or her and sincerely want to help. Your goal while listening is to compare what the person wants with what your club can do for him or her.

Once you understand the prospect's needs and problems, you can present your solution.

For example, suppose your prospect has to give weekly briefings to management and has told you that he gets very nervous during his briefings and has great difficulty speaking coherently. Use this information to say, "Our group will help you become a more confident speaker. Our club is a workshop where you can practice giving

presentations and get friendly, helpful feedback to help you improve and to reinforce the good habits you already have. You won't be nervous before every presentation, and you may even find you enjoy giving them."

Provide success stories. Ask other members to share their positive experiences with the prospect. Perhaps a member received a promotion as a result of the skills he developed in the club. Or maybe another member joined for the same reason as the prospect and now looks forward to giving her briefings. Such success stories can be a major influence in persuading a prospect to join. They help the prospects convince themselves that they need what Toastmasters offers.

PRESENTER: Ask participants to discuss what they do now to convince prospects to join, and how successful their efforts have been.

NM-V #8

CLOSING THE SALE

Often clubs bring the prospect to this point, then stop. They expect the prospect to ask to join, and if the prospect says nothing, they don't follow up. So don't be shy! Invite the prospect to join. Point out how inexpensive the club is compared to seminars that cost hundreds of dollars. Review the success stories of other members. Point out that they'll see improvements quickly.

Of course, always have plenty of membership applications (Item 400) on hand. And be sure to get the new member's money, and forward both to World Headquarters immediately. For fastest service, add the member to your club's roster at www.toastmasters.org.

Step Four: Start Them Off Right

Once the prospect decides to join, it's time for your club to deliver what you've promised. New members need to begin benefitting right away, so they become convinced they have made the right decision.

Remember, the attitudes and behavior patterns new members form when they first join stay with them. You want them to benefit, to become enthusiastic members, to stay with the club and to help bring in more new members. So it's vital you start them off right.

Here's how:

1. **Tell them about Toastmasters.** The vice president education (or another officer) should conduct a two-way orientation interview with each new member. This permits the new member to review his needs and discuss his expectations. Club leaders have the opportunity to explain how Toastmasters works and what is expected from each club member.
2. **Coach them to excellence.** Select a mentor for each new member. This is an experienced Toastmaster who provides guidance, support and assistance in helping the new member set and achieve her self-development goals. The Mentor Program Kit (Item 1163) contains all you'll need to establish an effective mentoring program.
3. **Induct them with flair.** Joining Toastmasters is an important event in someone's life, and a meaningful induction ceremony underscores this fact. It also strengthens a new member's commitment to the club and fosters a sense of belonging.
4. **Get them involved.** Schedule a new member's Ice Breaker speech and a meeting role as soon as possible. Assign your club's best evaluators to evaluate a new

member's speeches and meeting roles. Give new members lots of positive reinforcement and make them feel good about themselves.

World Headquarters has developed two kits that include membership building materials and orientation materials. Every club should use the Membership Building Kit (Item 1160) and the New Member Orientation Kit for Clubs (Item 1162). If properly used, they will add great power to your club's member marketing and retention efforts.

NM-V #10

INCENTIVES FOR MEMBERS

Earlier we talked about how all club members should be involved in building membership. We recommend your club have contests and recognize those who recruit the most new members. Here's how to do it.

- ▶ **All clubs need to have an organized membership-building contest.** Club competitions can be tied in with Toastmasters International's programs or can be created with your own themes. Competition is probably the greatest incentive to motivate your members to build membership. Many clubs have had extremely successful membership contests, adding many new members and improving club attendance.

Organizing a membership campaign takes work and creativity. It requires planning, motivation and teamwork. But it's well worth the effort. The key is to get all members involved and working together. Members who are normally complacent will work hard when they become involved in a group activity. Your job is to give them a reason to do it.

Membership building is an ongoing activity that should be an integral part of every club. Yet it's also advisable to stage annual and seasonal marketing efforts – concentrated drives to bring in prospective members.

For a membership campaign:

- ▶ **Set membership targets.** Your club should always have a target. If it's below 20 members, achieving charter strength should be its immediate goal.
- ▶ **Organize a committee or task force.** Assemble a group of enthusiastic and motivated people. Have them create a campaign theme, a system for rewards and recognition, and methods for promoting the campaign. The committee chairman should be the vice president membership.
- ▶ **Reach out to prospects.** Personal contact is the most effective means of promotion. But there are others you shouldn't neglect. These include: Speechcraft, advertising, press releases to gain free publicity, outside speeches and calls to company training directors.
- ▶ **Publicize your success.** Let all club members know how you're doing through announcements, posters, the club newsletter and the Internet. This helps keep the momentum going.
- ▶ **Reward performers.** Recognize the people who help your club grow. You can provide verbal recognition, award plaques, certificates or ribbons. Any of these will work. Also keep in mind that TI has three programs you can use in your campaign.

HO #1

A Simple Membership Building Contest (Item 1621) provides a framework all clubs can use to launch a successful membership building campaign.

So that's how we can help people discover Toastmasters. Please remember the four steps for building club membership:

1. **Find those prospects.** Find people in need and get them to attend meetings.
2. **Make every meeting a sales tool.** Put the benefits of Toastmasters on display every time your club meets.
3. **Help them decide to join.** Use questioning and listening to discover prospects' needs. Then guide them toward joining.
4. **Start them off right.** Conduct an orientation interview, assign a mentor, have a special induction ceremony and get them speaking right away.

HO #2

PRESENTER: End your seminar with an appropriate closing.

Here are some suggestions:

1. Ask the group to take action.
2. Ask for commitment. Refer them to the Resources List handout for materials.
3. Tell a personal story or give an example that illustrates the importance of helping people discover Toastmasters.
4. Use a powerful quotation. Here's one from our founder, Dr. Ralph C. Smedley:

*Here we are, with a tremendous opportunity before us.
I challenge you to get to work to bring us up to a higher
level of service. Let us share with others the benefits we
have gained for ourselves.*

PART III: Handouts

The following handouts may be reproduced for distribution to your training session participants. Make certain you accurately project the number of attendees so you have enough.

Feel free to revise the material to suit your own style.



A Simple

Membership Building

Contest



◆ ————— ◆

All Toastmasters clubs need new members. Even though your club may currently enjoy a healthy membership roster, a few months from now that could change as members move, change employment or reach their speaking objectives.

When membership in a Toastmasters club decreases, the club's programming, fellowship and variety suffer and the club may fall into a state of decline. But rebuilding your club's membership can be as easy as conducting a simple membership building program.

Several clubs have successfully used the following program to increase membership and encourage member participation. You may wish to use this simple system for recording member actions:

POINTS	ACTIVITY
5	Guest attends a meeting
1	Guest returns after initial visit
5	Guest becomes a member
2	Member gives a speech
1	Member participates in the meeting (other than as a speaker)

Option #1 – Recognizing Individuals

Recognize individuals who score well by using the above guidelines over a six to eight week period. Use the tracking sheet on page two for easy scorekeeping. Add your own categories, and shorten or extend the time as you see fit.

In one club's contest, the winner earned a grand total of 34 points and was awarded a Toastmasters pen for his outstanding work on behalf of his Club. A respectable 26 points earned the runner-up a pocket dictionary. Consider presenting one of the many reasonably priced gifts available through the Toastmasters International supply catalog as recognition for a job well done!

Option #2 – Recognizing Teams

A simple variation of this program is to divide the club into two teams. Points are awarded as outlined above, and the program length should be about the same. The team with the lower score then provides dinner or another

suitable reward for the winning team. The forms on pages three and four will help you track your program.

Recognition by Toastmasters International

By sponsoring five, 10 or 15 new members, the individual participants in your club's contest automatically earn recognition from Toastmasters International! A special lapel pin (redesigned annually) is given to those who sponsor five members. For sponsoring 10 members, an exclusive gold star pin is awarded. A Toastmasters tie or ascot scarf is the reward for those sponsoring 15 or more members. Your club may also qualify for awards in several club oriented membership building contests. For complete details, see your club's copy of the Membership Programs flier (Catalog No. 1620), or call or write World Headquarters for a free copy.



Get Started This Week!

This sheet of paper, along with a little bit of enthusiasm, is what you need to start your contest! At your next meeting announce that the program is beginning. Describe the program to the members, and let them know that they are all signed up to participate. Decide what rewards will be given, then use them to entice the members into participating. Give a progress report at every meeting. Remind members about the contest by mailing a flier to each person's home.

Option #2 – Recognizing Teams

WEEK #1

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
TEAM 1							
TEAM 2							

WEEK #2

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
TEAM 1							
TEAM 2							

WEEK #3

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
TEAM 1							
TEAM 2							

WEEK #4

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
TEAM 1							
TEAM 2							

WEEK #5

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
TEAM 1							
TEAM 2							

WEEK #6

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
TEAM 1							
TEAM 2							

WEEK #7

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
TEAM 1							
TEAM 2							

WEEK #8

NAME	GUEST ATTENDS	GUEST RETURNS	GUEST JOINS	MEMBER SPEAKS	MEMBER PARTICIPATES	OTHER	TOTAL
TEAM 1							
TEAM 2							

Toastmasters International

HO #2

RESOURCES LIST

Attracting New Members to Your Club

QUANTITY		TOTAL
Brochures & Fliers		
_____ 99	Find Your Voice (20 free) \$.20 (each add'l copy)	\$ _____
_____ 101	Confidence. The Voice of Leadership (20 free) \$.20	\$ _____
_____ 103	Clear Communication. Your Organization Needs It \$.50	\$ _____
_____ 124	All About Toastmasters \$.25	\$ _____
_____ 115	Toastmasters Can Help flier (set of 50) \$2.50	\$ _____
_____ 114	Toastmasters: Because Public Speaking Skills Aren't Debatable flier (set of 50) \$2.50	\$ _____
Training Programs/Modules		
_____ 290	The Moments of Truth \$10.00	\$ _____
_____ 291	Finding New Members for Your Club \$4.50	\$ _____
_____ 293	Closing the Sale \$4.50	\$ _____
_____ 205	Speechcraft \$20.00	\$ _____
Manuals		
_____ 1159	Membership Growth Manual \$2.50	\$ _____
Public Relations and Advertising		
_____ 1150	Public Relations and Advertising Kit \$20.00	\$ _____
_____ 1144DVD	Television Public Service Announcements \$15.00	\$ _____
_____ 1151	Radio Public Service Announcements (CD) \$12.00	\$ _____
_____ 1151C	Radio Public Service Announcements (cassette) \$5.00	\$ _____
_____ 1153	Publicity Pack \$1.75	\$ _____
TOTAL		\$ _____
CA clubs add 7.75%		\$ _____
TOTAL AMOUNT		\$ _____

Mail to: Toastmasters International
 P.O. Box 9052, Mission Viejo, CA 92690 USA
 or telephone 949-858-8255, Fax No. 949-858-1207

U.S. SHIPPING CHARGES

WEIGHT	STANDARD	1 DAY COURIER	2 DAY COURIER
.00 - .81	\$3.50	\$20.50	\$10.25
.82 - 2.00	\$5.00	\$26.80	\$11.65
2.01 - 3.00	\$5.75	\$29.15	\$12.85
3.01 - 4.00	\$6.10	\$31.55	\$14.20
4.01 - 5.00	\$6.50	\$33.85	\$15.60
5.01 - 6.00	\$6.60	\$36.15	\$17.05
6.01 - 7.00	\$6.75	\$38.35	\$18.55
7.01 - 8.00	\$7.00	\$40.55	\$20.10
8.01 - 9.00	\$7.25	\$42.70	\$21.75
9.01 - 10.00	\$7.50	\$44.85	\$23.30
10.01 and up	\$7.75 + .75 Each additional lb. (or portion thereof)	\$47.00 + \$2.00 each additional lb. (or portion thereof)	\$24.75 + \$1.50 each additional lb. (or portion thereof)

See current catalog for International rates.

PAYMENT MUST ACCOMPANY ORDER

___ Enclosed is my check in the amount of \$ _____ (U.S.) OR

___ Please bill against my MasterCard / VISA / AMEX / Discover (Circle one)

Credit Card No. _____ Expiration Date _____

Signature _____

Name _____

Club No. _____ Club Name _____

Address _____

City _____ State/Province _____

Country _____ Postal Code _____

E-mail _____ Phone No. _____

HO #3

Evaluation Form

Date: _____ Program Name: _____

Facilitator: _____

On a scale of one to five, five being the highest rating, please rate the course and facilitator on the following items by circling the number you find most appropriate:

- | | | | | | |
|--|---|---|---|---|---|
| 1. How relevant was this session to your job in Toastmasters? | 1 | 2 | 3 | 4 | 5 |
| 2. Rate the following: | | | | | |
| Course content | 1 | 2 | 3 | 4 | 5 |
| Course material | 1 | 2 | 3 | 4 | 5 |
| Facilitator | 1 | 2 | 3 | 4 | 5 |
| Activities/exercises | 1 | 2 | 3 | 4 | 5 |
| 3. Were the objectives clearly stated? | 1 | 2 | 3 | 4 | 5 |
| 4. How was the lesson plan organized? | 1 | 2 | 3 | 4 | 5 |
| 5. Did the instructional methods clearly illustrate the instructor's plan? | 1 | 2 | 3 | 4 | 5 |
| 6. To what extent did the visual aids add to your understanding of the presentation? | 1 | 2 | 3 | 4 | 5 |
| 7. How were the meeting facilities? | 1 | 2 | 3 | 4 | 5 |
| 8. What are two things you learned that will make you a more effective club officer? | | | | | |

Additional Comments:

PART IV: Visual Aids Copy

Materials on the following pages are designed specifically for the presenter to use in conducting the training session. To use them as a PowerPoint show, you will need a laptop computer, data projector and screen, and slides that you can download from the TI Web site. Alternatively, you can reproduce the slides as transparencies for use on an overhead projector, or handwrite them on a flipchart.

In the right-hand column of the script are keys for visual aids. Their placement indicates the points at which they should be displayed. Each is numbered. For example, NM-V #1 stands for “the first visual.”

Tips

1. Show the visual aid only while you are talking about it. If you're using PowerPoint, click on the next slide when you are ready to discuss it.
2. Be sure everyone in the audience can see the visuals clearly. Visibility to the people at the rear of the room is your guide.
3. Talk to the audience, not to the visual. Maintain eye contact even when your listeners are looking at the visual. This will help you judge their understanding.
4. Don't overdo it. You need not illustrate every point in the speech.
5. Rehearse. Nothing is more important than adequate preparation. Know how and when you will use the visual, and practice so you will make a smooth presentation. Anticipate all possible problems, especially when electronic equipment is involved.
6. Remember...be as professional as possible.