

TOASTMASTERS
INTERNATIONAL®



Starting From Scratch— How to Sponsor New Clubs

Training Program



Starting From Scratch— How to Sponsor New Clubs

TOASTMASTERS
INTERNATIONAL®

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Your Job as Trainer

This program is your comprehensive guide for preparing and presenting an effective training session for club sponsors. By the end of the session, the members of your audience will have the knowledge they need to establish new Toastmasters clubs.

Preparation is the key to a good training session. Study the training program thoroughly. Inject your own personality and experiences to create a session that is educational, enjoyable and motivational. 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. But remember: Time is precious and must be controlled carefully throughout the session.

PRESENTATION OF THE TRAINING SESSION

PRESENTER: Welcome the group and present a brief opening address focusing on the importance of a strong foundation for new clubs and how their performance as sponsor will have a lasting impact on the new club. Your comments should be positive and motivational and should emphasize a commitment to providing ongoing encouragement, counsel and operative support to freshman clubs.

You also should mention the length of the training, the location of the rest rooms and phones, and other relevant information.

Opening Remarks

The role of sponsor is integral to the success of a new Toastmasters club. Why does someone sponsor a new Toastmasters club? There are many reasons. Some Toastmasters start a new club because they want to share the benefits of the Toastmasters education program with others, or because they want a new learning experience or because they will earn credit toward the Advanced Leader Silver (ALS) award for their work. Chartering a new club provides even more than this.

You also:

- ▶ Extend your leadership skills
- ▶ Develop project-management proficiency
- ▶ Expand your marketing expertise

S-V #1

So what does it take to reap all of these benefits and hone these new skills? It takes a commitment to performing the duties of a new club sponsor.

S-V #2

Your duties as a new club sponsor are to:

- ▶ Organize the new club
- ▶ Set up regular club meetings
- ▶ Complete the paperwork and plan the charter presentation

Cultivate a Corporate Club

Before you organize a new club, you have to decide what kind of club it's going to be – corporate, community, advanced or specialty. We're going to focus on methods for chartering corporate clubs, but you can use many of the same techniques to establish other types of clubs.

One of the fundamental tools for starting a new club is the New Club Information Kit. This kit includes *How to Build a Toastmasters Club*, a step-by-step guide for building a new club. The kit also contains the forms you'll need to charter the club as well as promotional brochures for recruiting members. The kit is free and you can request it from World Headquarters by phone at 949-858-8255 or by e-mail at newclubs@toastmasters.org.

Toastmasters Teamwork

Another key tool for starting a new club is your support team. The team working to charter a new club usually consists of two sponsors, two mentors, the district governor and the lt. governor marketing.

Your district governor is responsible for appointing all sponsors and mentors for new Toastmasters clubs. The names of sponsors and mentors must be assigned and appear on the Application to Organize form that is sent to World Headquarters. Having the new club's president sign and return the Get Credit! form to World Headquarters is the final step to ensure you are recognized. Make sure all of the paperwork is completed properly so you'll receive credit for your efforts.

Mentors are experienced members who usually join the newly chartered club and then provide support and guidance through the new club's first six months to one year. As a sponsor you will pass the baton of support and development for the new club to the mentors after your responsibilities are complete. It's advantageous to keep the mentors informed about your activities with the new club, even if they aren't directly involved. This way, when it's time for the mentors to take over, they will be familiar with the club's progress and will be better able to foster the club.

You also may want to consult with other Toastmasters and district officers who have chartered new clubs before. They can be auxiliary team members and are great resources for advice and information.

Identify Your Target

Most often your district governor (DG) and lieutenant governor marketing (LGM) will already have a lead for a new club – that is, a company or group already has expressed interest in forming a club. This makes the next steps for chartering a club a little easier since you already have a head start.

Other times you'll need to produce your own leads. When you're generating leads on your own, the way to get a corporate club to take root is to secure the support of a person within the organization who can authorize the formation of the club. Do some research before you begin approaching companies. Start by making a list of organizations in your area then review their Web sites and other resources to find:

S-V #4

- ▶ company size (preferably 250+ employees), location, revenues and industry
- ▶ names of key contacts/decision-makers within the organization
- ▶ company's strategies, key initiatives, priorities, focus and mission
- ▶ recent news articles pertaining to the company

As you're researching, remember to answer this question for each company:

How will this company specifically benefit from having an onsite Toastmasters program? Use the information you gather to tailor an answer for each prospect.

Introduce Yourself

Once you have completed your research, send a letter of introduction to each company contact giving some brief information about Toastmasters. Follow these guidelines for an effective letter of introduction:

- ▶ Print letter on high-quality Toastmasters stationery
- ▶ Hand-address and stamp the envelope (do not use a postage meter)
- ▶ Provide some preliminary information about Toastmasters using facts from your research
- ▶ Tell them you will telephone in a few days to schedule a face-to-face appointment

It is also helpful to include the brochure *Clear Communication. Your Organization Needs It* (Item 103).

S-V #5

After you've sent your introduction letter, follow these steps:

- ▶ *Call the decision-makers you've contacted by letter and make an appointment to see them.* Don't spend a lot of time giving details about Toastmasters; that's what your meeting is for.
- ▶ *Prepare for the meeting.* Use your research and consider what you know about the company's needs. For example, if you know that cost is one of the company's major concerns, you could compare the cost-efficient value of Toastmasters training to other common types of training.
- ▶ *Plan questions to ask during your meeting.* Design questions to expose as much information as possible about the value that the organization places on leadership skills and communication skills. Also ask your contact about her personal

development and how her leadership and communication skills have played a part in it.

HO #1

- ▶ *During the meeting, share the names of other corporations or local companies that already are benefiting from the Toastmasters program.* One of your handouts has a list of major corporations that currently sponsor clubs. You can print copies of this list from the TI Web site.
- ▶ *Wrap it up.* When your discussion is winding down, give a value statement of Toastmasters membership that fits with what you learned about the company.

S-V #6**HO #2**

If, for some reason, the person you meet with does not have the authority to authorize the formation of a club, find out who does and offer to meet with that person. Provide any information that person will need to make the decision.

Once you have the company's conceptual support, finalize its financial commitment. Determine what portion of the club costs the company will pay. This may vary. Usually the company pays the charter fee and new member fee for each member, while members pay their own dues. Some companies pay for the banner and other club materials. Financials for community clubs are a little different and we'll cover that separately.

A demonstration meeting is your opportunity to show prospective members how a Toastmasters club meeting is conducted and what the Toastmasters program can do for them. A carefully planned, well-conducted meeting will excite prospective members and make them eager to form a club.

Arrange a time and place to conduct a demonstration meeting. Nearly all companies and organizations have conference rooms that are suitable for Toastmasters club meetings.

Invite company officials to attend the demonstration meeting to show prospective members that the organization supports the new club.

Publicize the demonstration meeting on company bulletin boards or intranet, in newsletters and memos and via e-mail. Some companies will put Toastmasters information in employees' pay packets if you provide the fliers or brochures.

Money Matters

Before you conduct a demonstration meeting, whether it's for a potential corporate or community club, you should plan how to handle any money collected from the prospective club.

You or one of the new club's officers may begin to collect payment for dues and fees from the prospective members during or soon after the club's first meeting. Many clubs choose to open a checking account at this stage. In many countries, it is necessary that the club register as a not-for-profit association before an account may be opened. World Headquarters will apply for this registration for all US clubs. In other countries, the officers of the new club should check with local banks to see what type of documentation is required.

For a company club, if the management will be covering the club's expenses, the club will need to handle that internally.

If a club has collected payments from its prospective members but does not have a bank account of its own, it may select one of the following options, at its own discretion:

- ▶ designate a club officer to hold the payments until the club has opened an account
- ▶ hold the payments until they are sent to Toastmasters International
- ▶ with the agreement of another local club, deposit the payment into that club's account for payment of the new club's expenses.

Of course, you will need to advise and assist the club in selecting which option best suits its needs.

The Demonstration Meeting

We've mentioned setting up a demonstration meeting. Have any of you conducted a demonstration meeting? Has anyone been in the audience of a Toastmasters demonstration meeting?

PRESENTER: Ask those who have conducted a demonstration meeting to share some techniques that worked well for them. Ask those who have been in the demonstration meeting audience what impressed them most about the meeting they attended. Write answers on the flipchart.

S-V #7

A typical demonstration meeting requires eight or more experienced Toastmasters, each of whom assumes a meeting role, such as Toastmaster, timer, Ah-Counter, grammarian, general evaluator, speaker, evaluator and Topicsmaster. Following are some suggestions to help you plan the meeting.

Keep the meeting short and within time limitations. Remember, your goal is to pique interest. Also, if you are trying to charter a company club and the company has allotted 30 minutes for the demonstration and any other information you plan to present, you must plan accordingly. Don't allow the meeting to run overtime.

Select a demonstration team that will present a good, typical, yet abbreviated Toastmasters club meeting. If time is very limited, include only a short Table Topics session, a prepared speech and an evaluation.

When selecting a speaker to present a manual speech, consider the average speaking experience of the prospective members. A relatively inexperienced speaker who is not too polished will be less likely to intimidate the prospective members and will show them that Toastmasters offers something for the unseasoned presenter. If time permits, you may add a second speaker to the program. This speaker may be more advanced, illustrating how the Toastmasters program helps members become more skilled speakers. The Toastmaster should make this distinction clear to the audience.

Select experienced Toastmasters to assume various meeting roles and be sure each takes into consideration the audience's perspective. For example, the evaluator for

the inexperienced speaker should be positive and gentle, yet helpful. The evaluator for the experienced speaker should be more specific, showing that the advanced speaker receives a more detailed evaluation.

Invite high-level representatives of the sponsoring organization (if any). Their presence will help show prospective members that the organization supports the new club. Be sure to introduce these representatives at the beginning of the demonstration.

Have each person who attends the meeting sign a guest book and provide their name, address, telephone number and e-mail address.

S-V #8

After the Demonstration

Introduce the Toastmasters sponsors and mentors. Emphasize that the mentor will help the club through the first six months to one year after it is chartered.

If the company will not cover club expenses or will cover them in part or if you're sponsoring a community club, explain charter fees, international and club dues and other potential costs, such as club banner, membership pins and other administrative supplies the club will need. Ensure that each potential member understands the individual cost.

Conduct a brief question-and-answer session with the prospective members, allowing the demonstration team and other experienced Toastmasters to answer the questions.

Ask Toastmasters members to share success stories, explaining to the audience how Toastmasters training has helped them in their careers, family and community life.

Complete the Application to Organize form that was included in your New Club Information Kit (or that you downloaded from www.toastmasters.org) and submit it to World Headquarters with the \$125 charter fee.

But what happens if you can't find eight or even three Toastmasters to conduct a demonstration meeting? Don't panic. You can have a demonstration meeting even if you're the only Toastmaster! If you find yourself conducting a demo meeting by yourself, you will act as both Toastmaster of the meeting and narrator. Before the demonstration, appoint prospective members to roles or ask for volunteers.

Emphasize that none of the volunteers will have to speak. During the demonstration, the Toastmaster calls on one of the prospective members, who comes to the lectern and is welcomed by the Toastmaster. The Toastmaster then steps to the side and, acting as narrator, briefly describes what the prospective member would say and do in that assigned role.

Sometimes it's just not possible to have a demonstration meeting. Maybe you received a last-minute invitation to a meeting about forming an in-house company club and you've no time to gather members to help you. Or perhaps your prospective club is in an isolated location and experienced Toastmasters are scarce. No worries! TI has a DVD, *Everybody's Talking About Toastmasters*, you can use to exhibit highlights of a Toastmasters meeting. The DVD also features brief explanations of typical meeting activities, testimonials and descriptions of the benefits of Toastmasters training for individuals as well as companies. All this in just 12 minutes!

But remember, even though the DVD is an excellent tool, nothing can replace the impact of the personal touch. Use live demonstrations whenever possible.

So far today, we've focused on how to construct a company Toastmasters club. The process of chartering a community club is somewhat different from starting a company club, but there are many similarities, too.

Launching a Community Club

As with a corporate club, you'll need The New Club Information Kit, so be sure to request one from TI. The support team for community clubs is the same as for company clubs: two sponsors, two mentors, your district governor and lt. governor marketing. You'll still want to confer with other Toastmasters and district officers who have chartered new clubs for guidance and advice.

Just like company clubs, your district governor is responsible for appointing sponsors and mentors for community clubs. The Application to Organize form that is sent to World Headquarters must show the names of the assigned sponsors and mentors.

After you have the information kit and your support team is in place, you're ready to begin. You're not going to need to perform the research that you did for a corporate club and there's no need for formalized introduction letters and contacts. But you also won't have the built-in publicity avenues such as intranet and e-mail that you'd have within a corporation. You will need to use your creativity and marketing muscles! Follow these steps as you charter a community club:

S-V #9

1. Plan a demonstration meeting. The demonstration meeting shows prospective members how a club meeting is conducted and what the program can do for them. Schedule it two to four weeks in advance to give you time to publicize and promote it. You can get promotion materials from TI's online store.
2. Publicize the demonstration meeting in the media. Send announcements to local publications and be sure to include a photo of one of the speakers in action. Send public service announcements to radio and TV stations with taglines that announce the date, time and place of the demo meeting.
3. Contact the local chamber of commerce for a list of businesses and invite the owners and managers to the demonstration meeting.
4. Place posters and other announcements on community bulletin boards, apartment complex laundry rooms and club houses, public libraries, community college campuses, laundrettes, strip malls and local businesses.
5. Target specialized groups that will contribute a strong nucleus of potential members to the new club, such as employees of small businesses, church groups or military personnel using poster campaigns and special invitation mailings.

Feed Their Enthusiasm

After you've built up your prospects' interest with your demo, whether you're starting a community or corporate club, your next challenge is to keep that interest and enthusiasm for the club going until the club is ready to charter. How do you make that happen? You need to focus the group on the future and capitalize on their eagerness.

S-V #10

- ▶ At the end of the demonstration meeting, announce the date, time and place of the next meeting.
- ▶ Ask the group to select a temporary president, treasurer and sergeant at arms.
- ▶ Make sure all attendees have given their name, address, telephone number and e-mail address so you can follow up with reminder notices.
- ▶ Ask the temporary treasurer to collect the money from those who have decided to join.
- ▶ Obtain enough money to pay the charter fee so that members can receive the educational and administrative manuals needed to conduct club meetings. The usual practice for collecting the charter fee is to divide the \$125 by the number of members you believe will be joining the club, then add that fraction to each charter member's dues.
- ▶ Conclude by thanking everyone for coming and acknowledge the meeting hosts and participants and anyone else who assisted with the event.

Are We There Yet?

Your demo meeting was a success and you've generated a lot of interest in the new Toastmasters club. Some people signed up right away, but there are still some who are undecided. Don't be discouraged. Most prospective clubs aren't chartered immediately. It can take eight or more meetings before the club can complete the charter requirements. Your job is to keep the enthusiasm going – to make sure everyone stays involved and excited about the new club.

HO #3

The best way to do this is to plan appealing and dynamic pre-charter club meetings. One of your handouts has suggestions for weekly meetings as well as samples of the charter application forms for a new club. As soon as the prospective club reaches 20 members, complete the charter application forms and send them, along with the new members' fees and dues, to World Headquarters.

You will find details about the chartering process and paperwork in the *How to Build a Toastmasters Club* manual.

Congratulations! It's a Toastmasters Club!

The presentation of the charter marks the debut of a new Toastmasters club and is an excellent opportunity to recognize those who helped form the club. It's also a chance to generate publicity for the club, so plan the event carefully.

When you select a date for the charter presentation, be sure to consider the time required to receive the club's charter and certificates for charter members, club sponsor(s) and club mentor(s) from your district governor. You'll need these documents for your ceremony.

Contact an area governor, division governor or district governor well in advance of the ceremony date so he or she can plan to attend. In addition to the district governor, your guest list should include those individuals instrumental in chartering the club as well as company officials, local government figures, area

and division governors and other district officers. Also, if another club helped to sponsor the new club, invite its members to attend.

Send formal invitations to all guests, but be considerate of the club budget and plan for any expenses involved for these guests. If the charter presentation involves a meal, the club may want to pay for the meals of a few guests. A small overcharge on meal tickets can provide funds to cover the costs of guests.

You'll want to publicize the charter presentation. Company clubs should consider both internal and community publicity. Use the following tips when preparing your publicity efforts for company and community clubs:

S-V #11

- ▶ Coordinate your publicity efforts with your district public relations officer.
- ▶ Send an announcement to the local media as soon as the charter presentation date is set.
- ▶ Follow up with a more detailed release as close to the date as deadlines will allow.
- ▶ If local publications cannot send a photographer to the meeting, send them a photo of the presentation with a caption identifying the people, the date, the place and the occasion.

Planning the Presentation

The charter presentation party is a special event and all arrangements, including the event's program, should be carefully planned. The Toastmasters International manual *Put on a Good Show* (Item 220) can help you in your preparations.

You will need assistance, however. Form committees to handle such things as decorations, seating, arrangements for special guests, entertainment (if any), registrations and refreshments or banquet service. If you are planning entertainment, the entertainment should not be extravagant or take time away from the program.

The event should include a short Toastmasters meeting followed by the charter presentation. Prepare a printed program for the event. Charter program covers are available from Toastmasters International (Item 97A).

PRESENTER: Close the program by directing sponsors to *How to Build a Toastmasters Club* for details about chartering clubs as well as information regarding chartering specialty or advanced clubs.

HO #4, 5

APPENDIX

Planning a Successful Training Program

- ▶ Download the PowerPoint slides from the TI Web site, www.toastmasters.org. If you will use a flipchart 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.
- ▶ Confirm the availability of computer equipment. If you are planning to use computer-based visual aids at the training site, 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, along with any additional handouts you will distribute.

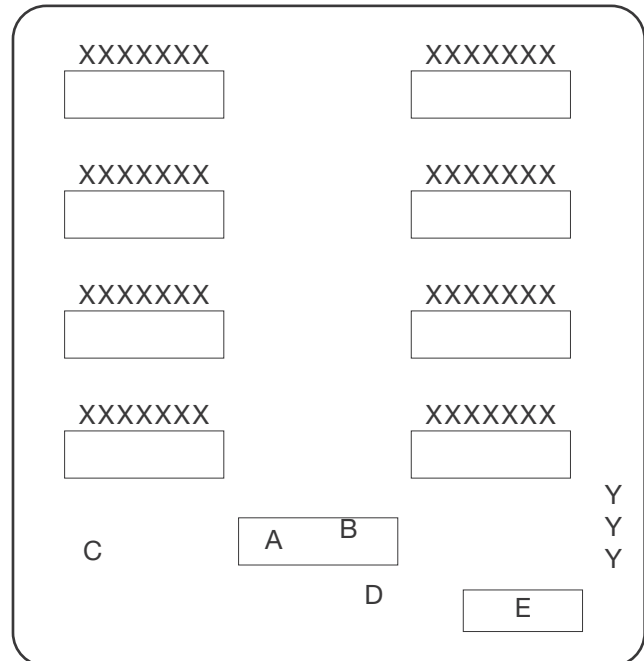
The Training Environment

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 your audience. Ideally, it should have space 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 Script

The training script is simple to use. 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.

Interspersed throughout the script are segments offering explanations and guidelines for conducting group exercises and portions of the script. In the right column are keys to visual aids and space for 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.

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.

Training Session Checklist

_____ 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.

Visual Aids

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, S-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. If you supplement the PowerPoint slides provided, remember that 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.



Handouts

Distribute the following handouts, including the evaluation form during the session, as marked in the script. Be sure to make enough copies for everyone. Feel free to revise the material to suit your own style.

HO #1

More than 1,000 major organizations sponsor in-house Toastmasters clubs as communication training workshops for their employees. These organizations include corporations, government agencies, military forces, nonprofit associations, educational institutions, churches, etc. The following is a partial list:

CORPORATIONS

Abbott Laboratories	Delta Airlines	Magnavox
Acxiom	Delta Faucet	Marsh & McLennan
Aetna Life and Casualty	Devry Institute of Technology	Mastercard International
Agilent Technologies	Dow Chemical	McGraw-Hill, Inc.
Alcoa	Dresser, Inc.	Merrill Lynch
Allstate Insurance	Eastman Kodak	Microsoft Corporation
American Airlines	Exxon	Mobil Oil
American Express	Fannie Mae	Motorola
American Family Insurance	Farmers Insurance	Murphy Oil Corporation
Apple Computer	Federal Express	Nalco Chemical Company
Ashland, Inc.	Federal Reserve Bank	Nationwide Insurance
AT&T	Fluor Daniel	National Semiconductor
Automatic Data Processing	Geico	Nestle
Avery Dennison	General Dynamics	New York Life
Bank of America	General Mills, Inc.	Nortel
Bank of Hawaii	General Motors	Northrop Grumman
Basic American Foods	Georgia Pacific	Paramax
Baxter Health Care	Giant Food, Inc.	Paychex, Inc.
Bayer Corporation	Goodyear Tire & Rubber	Pitney Bowes
Bechtel Corporation	Great-West Life	PPG Industries
Bell Atlantic	Hallmark Cards	Pricewaterhouse Coopers
Bell Helicopter	HDR Engineering, Inc.	Procter & Gamble
Bendix Corporation	Hewlett Packard	Prudential Insurance
Benguet Corporation	Hitachi America	Quaker Oats Corporation
Black & Veatch	Home Shopping Network	Raychem Corporation
Blue Cross Blue Shield	Honeywell	Raytheon Company
Boeing	Hong Kong Bank	Rodale Press
Bose Corporation	HP Enterprise Services	RSI
Canada Post	IBM	Rubbermaid, Inc.
Caterpillar, Inc.	Intel Corporation	Safeco Insurance
Celanese	Intergraph Corporation	San Miguel Corporation
Charles Schwab & Company	International Paper	Sandoz, Inc.
Chevron	Jacobs Engineering	Sanofi-Aventis
Citicorp	Kaiser Permanente	Shell Oil
CNA Insurance	KBR, Inc.	Sprint
Coca-Cola Company	Kimberly-Clark Corporation	Starbucks
Compaq	KPMG International	State Farm Insurance
Conoco, Inc.	Kraft General Foods	Steelcase, Inc.
D&B	Kroger	Sun Microsystems
Dataquest	Liberty Mutual	Sun Storage TEK
Deloitte & Touche	Lilly	Supervalu, Inc.
	Lockheed Martin	Target Stores
	Loral	Telstra Australia

Texas Instruments
The Hartford
The McCarthy Company
The Shaw Group
Travelers Insurance
Travelport GDS
Unisys Corporation
United Airlines
United Parcel Service
United States Postal Service
USAA
USF&G Insurance
Verizon
Vishay Electronics
Walt Disney Company
Westinghouse
Xerox
3M Company

GOVERNMENT

Atomic Energy Commission
Australian Taxation Office
Bureau of Alcohol, Tobacco,
& Firearms
Bureau of Indian Affairs
Defense Mapping Agency
Department of Agriculture
Department of Commerce
Department of Defense
Department of Economic &
Employment Development
Department of Employee Services
Department of Energy
Department of Health and
Human Services
Department of Housing & Urban
Development
Department of the Interior
Department of Justice
Department of Labor
Department of Transportation
Environmental Protection Agency
Federal Aviation Administration
Federal Communications
Commission
Federal Deposit Insurance
Company

Food & Drug Administration
General Services Administration
Internal Revenue Service
NASA
National Park Service
The Pentagon
Social Security Administration
U.S. Air Force
U.S. Army Corps of Engineers
U.S. Customs
U.S. Geological Survey
U.S. Navy
U.S. Patent Office
U.S. Treasury Department
UNICEF
Veterans Administration

STATE AND LOCAL AGENCIES/DEPARTMENTS

Austin/Travis County
Bonneville Power Administration
California Department of
Toxic Substance Control
California Public Utilities
Commission
City of Atlanta
City of Charlotte
City of Chesapeake
City of Ft. Worth
City of Honolulu
City of Mesa
City of Richmond
City of San Francisco
City of Tacoma
Colorado State Department
of Highways
Columbus Health Department
Connecticut Office of State
Comptroller
Florida Department of
Transportation
Georgia Department of Labor
Indiana Department of
Transportation
Lincoln Fire Department

Los Angeles County Fire
Department
Los Angeles Department of Water
and Power
Louisiana Sewage & Water Board
Massachusetts Government
Land Bank
Minnesota Department of
Transportation
Nebraska Department of Roads
New York City Housing Authority
Office of Illinois Attorney General
Oklahoma Insurance Department
Oregon Department of
Transportation
Oregon State Revenue Department
Pennsylvania Department of
Education
St. Louis County
State of Michigan
Texas State Auditor
Virginia Beach Social Services

EDUCATIONAL INSTITUTIONS

Alabama A&M University
Australian National University
Carnegie Mellon University
Kansas University
McGeorge School of Law
Northwestern University
Simon Fraser University
Southern Methodist University
Texas A&M
Thunderbird
UCLA Graduate School of
Management
University of Texas Grad. School
of Business
Universidad de San Miguel
University of Canterbury
University of Hong Kong
University of Maryland
University of New Brunswick
Wake Forest University



Relating to Customer Needs

Preparing for Toastmasters Visits

Features "We have..."	Benefits "Results in..."	Individual Value "Which means..."	Company/Organization Value "Which means..."
A self-paced program	Flexibility	Unlimited personal growth	Employee goal achievement
Speech writing and presenting	Critical thinking Effective presentation delivery	Clear communication Confidence	Effective employee communication Better leaders
Weekly interactive meetings	Ongoing experience Overcoming fears	Skill reinforcement	Improved morale Enhanced performance
Table Topics	Thinking quickly	Self-confidence	Better customer communication
Evaluations	Keen listening skills Constructive feedback	Increased self-awareness Positive mentoring	More productive teams
Participation in meeting roles	Ease in front of a group	Improved leadership skills	Effective meetings
Opportunity to conduct meetings	Time management skills Self-confidence and poise	Effectively led meetings	Increased productivity
Small groups	A supportive environment A positive atmosphere	Relationship building	Better teamwork Improved retention
Opportunity to fulfill officer roles	Leadership development opportunities	Leadership growth Career advancement	Better leaders
Affordable dues	Cost effectiveness	Positive return on investment	Positive return on investment

HO #3

Meeting Outline #1

DATE:

OBJECTIVES:

- Hear Ice Breaker speeches from two of the new Toastmasters.
- Assign new Toastmasters in the program to serve in leadership positions such as Topicsmaster, Ah-counter, timer and grammarian.
- Continue to complete charter membership forms and collect individual dues.
- Review specific meeting responsibilities with each assignee.
- Assign next meeting responsibilities.

TOPICS TO COVER:

- Communication and leadership tracks and educational awards (CC, AC, CL, AL, DTM).
See the *Competent Communication* and *Competent Leadership* manuals for details.
- How to organize a speech (See the *Competent Communication* and *Competent Leadership* manuals and *Organizing Your Speech*, Item 276, for information).

MEETING AGENDA:

Introduction of key meeting participants:

Toastmaster:

Timer:

Ah-counter/Grammarian:

General Evaluator:

Evaluator:

Topicsmaster:

Table Topics Session

Discuss items listed above under Topics to Cover

Introduction of Speakers

Speaker:

Speaker:

Evaluator:

Evaluator:

General Evaluation

TIP: *Generate interest for members to participate in speech contests by discussing the club, area, division, district, region and International Speech Contests.*

Meeting Outline #2

DATE:

OBJECTIVES:

- By now, the Charter Kit should have arrived from Toastmasters International. Distribute a set of materials only to those who have paid their dues and the \$20 new member fee.
- Assign new Toastmasters in the program to serve as Toastmaster, Topicsmaster, Ah-counter, timer, grammarian and speakers.
- Review specific meeting responsibilities with each assignee.
- Assign next meeting responsibilities.

TOPICS TO COVER:

- How to introduce a speaker (see *When You're The Introducer*, Item 1167E).
- Effective evaluation (see *Effective Evaluation*, Item 202 and *Evaluate to Motivate*, Item 292).

MEETING AGENDA:

Introduction of key meeting participants:

Toastmaster:

Timer:

Ah-counter/Grammarian:

General Evaluator:

Evaluator:

Topicsmaster:

Table Topics Session

Discuss items listed above under Topics to Cover

Introduction of Speakers

Speaker:

Speaker:

Evaluator:

Evaluator:

General Evaluation

TIP: *Demonstrate how the contents of the Charter Kit are to be used, showing applicable items such as the Member Achievement Record to the club as a whole and other items, such as the Cash Receipts and Disbursement Journal, to the club officers.*

Meeting Outline #3

DATE:

OBJECTIVES:

- Continue to involve new Toastmasters in the program by having them serve as Toastmaster, Topicsmaster, Ah-counter, timer, grammarian and speakers.
- Form a charter ceremony committee. (This should include three new Toastmasters along with the sponsors and mentors.)
- Distribute copies of the club roster (done by club secretary).
- Review membership status of the club and determine, in conjunction with sponsors and mentors, what promotional tasks should be accomplished in preparation for the submittal of the charter application forms (done by vice president membership).
- Review specific meeting responsibilities with each assignee (done by vice president education).
- Assign next meeting responsibilities.

TOPICS TO COVER:

- The use of body language as a speaker (see *Gestures: Your Body Speaks*, Item 201, and *Using Body Language*, Item 279).
- The Better Speaker Series* (Item 269) and *The Leadership Excellence Series* (Item 310).

MEETING AGENDA:

Introduction of key meeting participants:

Toastmaster:

Timer:

Ah-counter/Grammarian:

General Evaluator:

Evaluator:

Topicsmaster:

Table Topics Session

Discuss items listed above under Topics to Cover

Introduction of Speakers

Speaker:

Speaker:

Evaluator:

Evaluator:

General Evaluation

TIP: *Beginning with the fifth meeting, the new Toastmasters should assume all major roles at every meeting. The sponsors and mentors should continue to assist the club by presenting the Topics to Cover session of the meeting, and by providing advice regarding other club issues.*

Meeting Outline #4

DATE:

OBJECTIVES:

- Obtain a progress report from the charter ceremony committee.
- Set a schedule for executive committee meetings.
- Review membership status of the club and determine, in conjunction with sponsors and mentors, what promotional tasks should be accomplished in preparation for the submittal of the charter application forms (done by vice president membership).
- Review seventh meeting responsibilities with each assignee (done by vice president education).
- Assign next meeting responsibilities.

TOPICS TO COVER:

- Using visual aids (see *Competent Communication* manual, Item 225).
- Membership building programs/recognition (see Membership Programs flier, Item 1620).

MEETING AGENDA:

Introduction of key meeting participants:

Toastmaster:

Timer:

Ah-counter/Grammarian:

General Evaluator:

Evaluator:

Topicsmaster:

Table Topics Session

Discuss items listed above under Topics to Cover

Introduction of Speakers

Speaker:

Speaker:

Evaluator:

Evaluator:

General Evaluation

TIP: *Promote the charter ceremony as an important part of the new club's history. A well planned event provides the new members with a positive starting point.*

Meeting Outline #5

DATE:

OBJECTIVES:

- Obtain a progress report from the charter ceremony committee. Promote time, place, and attendance to members.
- Prepare and distribute news releases regarding the club to area newspapers and radio stations (done by vice president public relations).
- Submit all charter application forms to Toastmasters International in order that the club be officially recognized, and that all materials arrive in time for the charter ceremony.
- Introduce assignment schedule for future meetings, with scheduling to be done at least three weeks in advance (done by vice president education).
- Review next meeting responsibilities with each assignee (done by vice president education).

TOPICS TO COVER:

- Discuss the importance of a positive club climate.

MEETING AGENDA:

Introduction of key meeting participants:

Toastmaster:

Timer:

Ah-counter/Grammarians:

General Evaluator:

Evaluator:

Topicsmaster:

Table Topics Session

Discuss items listed above under Topics to Cover

Introduction of Speakers

Speaker:

Speaker:

Evaluator:

Evaluator:

General Evaluation

TIP: *Let the new Toastmasters know about the educational and club materials available through World Headquarters by showing them the Toastmasters International Supply Catalog.*

Meeting Outline #6

DATE:

OBJECTIVES:

- Add an additional speaker to the program if time permits.
- Announce final plans for charter ceremony.
- Review membership status of club (done by vice president membership).
- Review assignments for future meetings (done by vice president education).
- Standing committee assignments with every member on a committee (done by president).

TOPICS TO COVER:

- The continuing role of the district and area in assisting the new club.

MEETING AGENDA:

Introduction of key meeting participants:

Toastmaster:

Timer:

Ah-counter/Grammarian:

General Evaluator:

Evaluator:

Topicsmaster:

Table Topics Session

Discuss items listed above under Topics to Cover

Introduction of Speakers

Speaker:

Speaker:

Speaker:

Evaluator:

Evaluator:

Evaluator:

General Evaluation

TIP: *By now the club should be chartered! The mentors should continue to assist the club for at least six months. Detailed information regarding the role of the mentor is sent by World Headquarters when the assignment is made.*



TOASTMASTERS INTERNATIONAL®

APPLICATION TO ORGANIZE A TOASTMASTERS CLUB

Send completed forms and money to:

23182 Arroyo Vista • Rancho Santa Margarita, CA 92688 USA
PO Box 9052 • Mission Viejo, CA 92690 USA • (949) 858-8255 • FAX (949) 858-1207

The undersigned applicant club, operating provisionally as a Toastmasters club since _____, _____ hereby applies for membership in Toastmasters International in accordance with Article III, Section 3, of the Articles of Incorporation and Bylaws of Toastmasters International and requests permission to organize a Toastmasters club in: City _____ State/Province _____ Country _____ Date _____.

It is understood that such permission when granted will give this group the right to use the name, procedures and materials of Toastmasters International as a provisional club for four (4) months from the date received by World Headquarters.

It is agreed that the right to use the Toastmasters emblem, the name Toastmaster or Toastmasters shall be conditioned upon permission for such use being granted by Toastmasters International; such use shall be discontinued if Charter is not granted, or if applicant club shall be required to do so at any time in the future for cause by Toastmasters International.

In order to qualify for a charter, a club must have a minimum of 20 members, 17 of which cannot belong to another Toastmasters club.*

All Toastmasters clubs must meet the following minimum requirements: meet at least twelve (12) times per year; have members give oral speeches and give and receive oral evaluations; and give members the opportunity to develop and practice leadership skills.

Membership in a Toastmasters club is by invitation only, and is subject to a vote by the members of the club. No person shall be excluded from membership in a Toastmasters club, and no member shall be deliberately discriminated against, in the conduct of official Toastmasters programs, because of age (except those persons under 18 years of age), race, color, creed, gender, national or ethnic origin, sexual orientation, or physical or mental disability, so long as the individual, through his or her own efforts, is able to participate in the program.

If granted, the Charter and membership may be revoked by Toastmasters International for cause— including, but not restricted to: Conduct unbecoming a Toastmasters club; failure to remain in good standing with Toastmasters International; or abandonment of the Charter and membership by applicant club.

As club correspondent and on behalf of the applicant club, I agree to the terms and conditions listed above, signed, _____ Date _____.

Please type or print the following information:

Correspondent's Name _____

Address _____

Phone _____

E-mail _____

Sponsoring Organization (if applicable) _____

Page 1 of 2 – Both pages are required to process application

Please make 2 copies of this document. Mail one to World Headquarters, one to your District Governor, and keep the original in your club's permanent records.

PAYMENT:

Charter Fee of US \$125.00 is not refundable or transferrable. Clubs meeting in the state of California must include sales tax of 7.75% for a total of \$134.69.

- Charter Fee included with application.
- Charter Fee to be submitted within 30 days. (Kit will not be sent without fee.)
- Charter Fee to be submitted with per capita dues, service charge, and charter application forms. (Kit will not be sent without fee.)

Check Credit Card MC Visa American Express Discover (CIRCLE ONE)

No. _____ Exp. Date _____

Signature _____

MEMBERSHIP CATEGORY:

- | | | |
|---|--|------------|
| <input type="checkbox"/> Community Club | <input type="checkbox"/> Chinese | QTY |
| <input type="checkbox"/> Company Club | <input type="checkbox"/> English | _____ |
| Name _____ | <input type="checkbox"/> French | _____ |
| <input type="checkbox"/> Advanced Club | <input type="checkbox"/> German | _____ |
| <input type="checkbox"/> Other | <input type="checkbox"/> Japanese | _____ |
| Specify _____ | <input type="checkbox"/> Spanish | _____ |
| | <input type="checkbox"/> Visually Impaired | _____ |

If you know you will need fewer than 20 New Member Kits, please specify quantity you think you will need. Twenty kit maximum if only submitting charter fee.

SPONSORING CLUB (up to two):

This is an existing Toastmasters club that assists in the formation of the applicant club.

Club No. _____ Club No. _____

INDIVIDUAL TOASTMASTER SPONSORS (up to two):

These are individuals who assist in the formation of the club before charter is granted.

Name _____ Home Club No. _____

Name _____ Home Club No. _____

DISTRICT INFORMATION

INDIVIDUAL TOASTMASTER MENTORS (up to two): Assigned by the District Governor

These are individuals who assist the club for at least six months after charter is granted.

Name _____ Home Club No. _____

Name _____ Home Club No. _____

New Club Alignment: Division _____ Area _____

*Except in the case of advanced clubs where dual membership is a prerequisite. For further details regarding the requirements for advanced clubs, please contact your District Governor or World Headquarters.

**FOR CLUBS ASSIGNED
TO DISTRICTS**



Charter Membership Certificate and Remittance Notice

Submitted by _____
CLUB NAME

Toastmasters Club of _____
CITY & STATE/PROVINCE COUNTRY

WHQ USE ONLY
Charter No. _____ District _____

TO: The Board of Directors
Toastmasters International

In compliance with the provisions of the Bylaws of Toastmasters International, we the undersigned President and Secretary of the above-named club, hereby certify that on this date the membership of this club is shown below, and that there is due Toastmasters International the amount shown in item 9 below.

Note: Minimum requirement for the issuance of a charter is 20 members (17 of which cannot belong to another club, except in the case of specialty and advanced clubs where dual membership is a prerequisite).

- 1. Number of *new* members listed on Membership Roster (Part B) _____.
- 2. Number of *dual* or *reinstated* members (also include transfer members if they are not presently in good standing with former club) _____.
- 2a. Number of *dual*, *reinstated*, or *transfer* members who require educational materials (must pay \$20.00 service charge) _____.
- 3. Total (add item 1 to item 2) _____.
- 4. Charter Fee (if not previously paid) _____ **\$125.00**
- 5. Service Charge: Number of members shown in item 1 and 2a @ \$20.00 _____
- 6. Sub Total: add lines 4 and 5 _____
- 7. California clubs add 7.75% sales tax: Line 6 x .0775 _____
- 8. Membership Dues: Total number of members shown in item 3 @ \$27.00* _____
- 9. TOTAL AMOUNT ENCLOSED: Add lines 6, 7 and 8 _____

METHOD OF PAYMENT

Check Credit Card MC Visa American Express Discover (CIRCLE ONE)

No. _____ Expiration Date _____ Signature _____

NOTE: Pursuant to the Bylaws of Toastmasters International, Toastmasters clubs are required to remit membership payments semiannually in April and October. At the next reporting period (April or October), the club will be required to submit a prorated membership payment for the period beginning with the end of the initial six months advance payment to either March 31 or September 30, whichever occurs first. Forms for this report will be sent to the club secretary by World Headquarters.

If only the charter fee has been paid, remittance must be made for items 5 & 8 above when application forms are submitted. The charter kit which is provided upon receipt of the charter fee, contains educational materials for 20 members. Materials for additional members over 20 are provided only upon submission of the per capita and service charge payments and all charter forms.

*Membership dues for a new club's charter members are not prorated.

Signed _____ PRESIDENT Signed _____ SECRETARY

Date _____ Date _____

Please make 2 copies of this document. Mail one to World Headquarters, one to your District Governor, and keep the original in your club's permanent records.

**FOR CLUBS NOT ASSIGNED
TO DISTRICTS**



Charter Membership Certificate and Remittance Notice

Submitted by _____
CLUB NAME

Toastmasters Club of _____
CITY & STATE/PROVINCE COUNTRY

WHO USE ONLY	
Charter No. _____	District <u>U</u>

TO: The Board of Directors
Toastmasters International

In compliance with the provisions of the Bylaws of Toastmasters International, we the undersigned President and Secretary of the above-named club, hereby certify that on this date the membership of this club is shown below, and that there is due Toastmasters International the amount shown in item 7 below.

Note: Minimum requirement for the issuance of a charter is 20 members (17 of which cannot belong to another club, except in the case of specialty and advanced clubs where dual membership is a prerequisite).

1. Number of *new* members listed on Membership Roster (Part B) _____.
2. Number of *dual* or *reinstated* members (also include transfer members if they are not presently in good standing with former club) _____.
 - 2a. Number of *dual*, *reinstated*, or *transfer* members who require educational materials (must pay \$20.00 service charge) _____.
3. Total (add item 1 to item 2) _____.
4. Charter Fee (if not previously paid) _____ **\$125.00**
5. Service Charge: Number of members shown in item 1 and 2a @ \$20.00 _____
6. Membership Dues: Total number of members shown in item 3 @ \$21.00* _____
7. TOTAL AMOUNT ENCLOSED _____

METHOD OF PAYMENT

Check Credit Card MC Visa American Express Discover (CIRCLE ONE)

No. _____ Expiration Date _____ Signature _____

NOTE: Pursuant to the Bylaws of Toastmasters International, Toastmasters clubs are required to remit membership payments semiannually in April and October. At the next reporting period (April or October), the club will be required to submit a prorated membership payment for the period beginning with the end of the initial six months advance payment to either March 31 or September 30, whichever occurs first. Forms for this report will be sent to the club secretary by World Headquarters.

If only the charter fee has been paid, remittance must be made for items 5 & 6 above when application forms are submitted. The charter kit which is provided upon receipt of the charter fee, contains educational materials for 20 members. Materials for additional members over 20 are provided only upon submission of the per capita and service charge payments and all charter forms.

*Membership dues for a new club's charter members are not prorated.

Signed _____ PRESIDENT Signed _____ SECRETARY

Date _____ Date _____

LAST NAME / SURNAME / FAMILY NAME:

[Grid for last name]

FIRST NAME / GIVEN NAME:

[Grid for first name]

MIDDLE INITIAL / NAME:

[Grid for middle initial]

Membership Type: New
 Reinstated (break in membership)
 Dual
 Transfer from club: _____

OTHER ADDRESS INFO (FLOOR NUMBER, BUILDING NUMBER, MAIL STOP):

[Grid for other address info]

ADDRESS LINE 1 (APARTMENT OR SUITE NUMBER):

[Grid for address line 1]

ADDRESS LINE 2 (HOUSE / BUILDING NUMBER, STREET NAME):

[Grid for address line 2]

CITY:

[Grid for city]

STATE / PROVINCE:

[Grid for state/province]

MALE
 FEMALE

COUNTRY:

[Grid for country]

ZIP / POSTAL CODE:

[Grid for zip/postal code]

HOME PHONE NUMBER:

[Grid for home phone number]

CELL PHONE NUMBER:

[Grid for cell phone number]

WORK PHONE NUMBER:

[Grid for work phone number]

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

E-MAIL: _____

SIGNED: _____
APPLICANT

LAST NAME / SURNAME / FAMILY NAME:

[Grid for last name]

FIRST NAME / GIVEN NAME:

[Grid for first name]

MIDDLE INITIAL / NAME:

[Grid for middle initial]

Membership Type: New
 Reinstated (break in membership)
 Renewing (no break in membership)
 Dual
 Transfer from club Number / Name

OTHER ADDRESS INFO (FLOOR NUMBER, BUILDING NUMBER, MAIL STOP):

[Grid for other address info]

ADDRESS LINE 1 (APARTMENT OR SUITE NUMBER):

[Grid for address line 1]

ADDRESS LINE 2 (HOUSE / BUILDING NUMBER, STREET NAME):

[Grid for address line 2]

CITY:

[Grid for city]

STATE / PROVINCE:

[Grid for state/province]

MALE
 FEMALE

COUNTRY:

[Grid for country]

ZIP / POSTAL CODE:

[Grid for zip/postal code]

HOME PHONE NUMBER:

[Grid for home phone number]

CELL PHONE NUMBER:

[Grid for cell phone number]

WORK PHONE NUMBER:

[Grid for work phone number]

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

E-MAIL: _____

SIGNED: _____
APPLICANT

HO #4

Resources List

_____	New Club Information Kit	no charge
_____ 121	<i>How to Build a Toastmasters Club</i>	\$ 2.00
_____ 103	<i>Clear Communication. Your Organization Needs It</i>	\$.50
_____ 244DVD	<i>Welcome to Toastmasters! DVD</i>	\$ 5.00
_____ 220	<i>Put on a Good Show</i>	\$ 4.50
_____ 97A	<i>Charter Program Covers (set of 25)</i>	\$ 3.50

Mail to: Toastmasters International
P.O. Box 9052, Mission Viejo, CA 92690 USA
or telephone 949-858-8255, Fax: 949-858-1207

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 #5

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 mentor?

Additional Comments: