

# Starting from Scratch

## How to Sponsor a New Club





**TOASTMASTERS INTERNATIONAL**  
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# Missions, Values, and Promises

## **Toastmasters International Mission**

We empower individuals to become more effective communicators and leaders.

## **District Mission**

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

## **Club Mission**

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

## **Toastmasters International Core Values**

- ▶ Integrity
- ▶ Respect
- ▶ Service
- ▶ Excellence

## **Toastmasters International Brand Promise**

Empowering individuals through personal and professional development.

This is the promise Toastmasters International makes to club members. Once we have reached this goal consistently, through all clubs across the globe, we will have achieved club excellence.

## **A Toastmaster's Promise**

As a member of Toastmasters International and my club, I promise

- ▶ To attend club meetings regularly
- ▶ To prepare all of my projects to the best of my ability, basing them on the Toastmasters education program
- ▶ To prepare for and fulfill meeting assignments
- ▶ To provide fellow members with helpful, constructive evaluations
- ▶ To help the club maintain the positive, friendly environment necessary for all members to learn and grow
- ▶ To serve my club as an officer when called upon to do so
- ▶ To treat my fellow club members and our guests with respect and courtesy
- ▶ To bring guests to club meetings so they can see the benefits Toastmasters membership offers
- ▶ To adhere to the guidelines and rules for all Toastmasters education and recognition programs
- ▶ To act within Toastmasters' core values of integrity, respect, service, and excellence during the conduct of all Toastmasters activities

# The Training Session

## Introduction

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

Training does not end with the training session; it is a process that continues throughout a leader's term. Let participants know the District leaders are all available to help if questions arise during their time in this role.

## Conducting the Session

*Starting From Scratch – How to Sponsor New Clubs* describes the process of beginning a Toastmasters club and the support needed to establish it. This manual consists of three parts:

- ▶ Definition and explanation of the session
- ▶ A training outline
- ▶ A PowerPoint presentation

### In Your Own Words

The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material with your own narrative style. This training may be modified by each District as necessary.

## Using Visual Aids and Handouts Effectively

Visual aids and handouts add interest and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides, you will need a projector, a laptop computer, a table to support them, and a screen for viewing. The presenter's outline indicates when each PowerPoint slide should be shown. Each slide is numbered. Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper, and write on every third or fourth page so succeeding visuals do not show through. Make the letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to the audience. Place your projector so it projects a large, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, such as a projector bulb, extension cord, and extra marking pens.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flipchart and your audience or you will block their view.
- ▶ Maintain eye contact with your audience. If you must turn your back to point out something, pause as you point it out, and then resume speaking only when facing your audience again.

## How to Use the Session Outline

**The total time for this session is 45 to 60 minutes.** Careful attention to time is essential. In preparing for the session, keep two things in mind:

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

Interspersed throughout the outline are boxed segments. These are explicit explanations and guidelines for conducting group exercises and portions of the presentation material. In the columns are keys to visual aids, handouts, and space for you to make notes.

## Checklist for Training

- Visual aids prepared
- Room arranged and properly equipped
- Handouts prepared
- Supplies and reference materials on hand
- Laptop and projector available
- Flipchart, easel, and marking pens available
- Notepads and pencils available for each participant

## Evaluation and Follow-up

Ask the participants to complete the session evaluation form at the end of this session. Use this information for planning future training sessions.

# Outline

## Trainer:

Mention the length of the training, the location of the restrooms, emergency exits, and other relevant information.

## Introduction

The role of sponsor is integral to the success of a new Toastmasters club.

## Trainer:

Ask the participants, “Why does someone sponsor a new Toastmasters club?”

Possible answers:

- ▶ Some want to share the benefits of the Toastmasters education program with others.
- ▶ A new learning experience.
- ▶ To earn credit toward the DTM

**V1** Chartering a new club provides even more than this. You also have the opportunity to do the following:

- ▶ Enhance your leadership skills
- ▶ Develop project-management abilities
- ▶ Expand your marketing expertise

## **V2** Session Topics

There are specific requirements that a member must meet before they can become a club coach.

- ▶ A sponsor’s duties
- ▶ Establish a corporate club
- ▶ Launch a community club
- ▶ Feed their enthusiasm
- ▶ Complete the charter
- ▶ Plan the presentation

## **V3** A Sponsor’s Duties

What does it take to reap all of these benefits and develop these skills? It takes a commitment to performing the duties of a new club sponsor. Your duties as a new club sponsor are:

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

## ICON KEY

**V1** PowerPoint slide number

**H1** Handout number

## V4 Types of Clubs

Before a new club is organized, you need to know what kind of club it is going to be.

- ▶ Corporate
- ▶ Community
- ▶ Advanced
- ▶ Specialty

## V5 Establish a Corporate Club

This session will focus on methods for chartering corporate clubs. Many of these same techniques can be used to establish other types of clubs.

### The New Club Information Kit

One of the fundamental tools for starting a new club is the **New Club Information Kit (Item 123)**.

This kit includes:

- ▶ **How to Build a Toastmasters Club (Item 121)** that includes the following:
  - Application to Organize a Toastmasters Club (Form 1)
  - Charter Payments (Form 2)
  - Toastmasters Charter Membership Application (Form 3)
  - Charter Club Officer Information (Form 4)
  - Club Information (Form 5)
  - Toastmasters Club Constitution for Member Clubs of Toastmasters International (Form 6A)
  - Addendum of Standard Club Options (Form 6B)
- ▶ Promotional brochures for recruiting members
  - **Find your voice** (Item 99)
  - **Develop Your Leaders From Within** (Item 103)
  - **All About Toastmasters** (Item 124)
  - **Your Path to Leadership** (Item 101)

### Note:

The kit is free and can be requested from World Headquarters by email at [supplyorders@toastmasters.org](mailto:supplyorders@toastmasters.org) through our Orders and Tracking team.

## V6 Toastmasters Teamwork

Another resource for starting a new club is your support team. The team working to charter a new club usually consists of the following:

- ▶ Two sponsors
- ▶ Two mentors
  - Experienced members who may join the newly chartered club and provide support and guidance through the new club's first six months to one year

- ▶ The District Director
  - Responsible for appointing all sponsors and mentors for new Toastmasters clubs
- ▶ The Club Growth Director
  - Responsible for assisting the District Director with appointing sponsors and mentors
- ▶ Other Toastmasters and District leaders who have chartered new clubs and are resources for advice and information.

### Appointment

Up to two new club sponsors are appointed by District Directors or Club Growth Directors. The sponsor names and member numbers should appear on the prospective club's Application to Organize. Alternately, District Directors or Club Growth Directors can submit sponsors names by emailing [newclubs@toastmasters.org](mailto:newclubs@toastmasters.org) no later than 60 days from the charter date. Having a charter officer sign and return the Get Credit form to World Headquarters is the final step to ensure you receive credit for your sponsorship.

V7

### Identify Your Leads

Most often, the District Director and Club Growth Director 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 organizing a club a little easier. Other times, an individual may need to produce their own leads. When generating leads, the way to establish a corporate club is to secure the support of a person within the organization who can authorize the formation of the club.

Research before you begin approaching companies. Start by making a list of organizations in your area, and then review their websites. You should look for the following:

- ▶ Company:
  - Size (preferably 250+ employees)
  - Location
  - Revenue
  - Industry
- ▶ Key contacts or decision-makers within the organization
- ▶ Company's:
  - Strategies
  - Key initiatives
  - Priorities
  - Focus and mission
  - Recent news articles pertaining to the company

Use the information you gather to show a company how it will specifically benefit from the Toastmasters education program.

## V8 Introduce Yourself

After completing the research, send an email or letter of introduction to each company contact giving some brief information about Toastmasters. Follow these guidelines for an effective email or letter of introduction:

- ▶ Letter:
  - Print on high-quality **Toastmasters stationery**.
  - Hand-address and stamp the envelope.
- ▶ Email and letter:
  - Provide preliminary information about Toastmasters using facts from your research.
  - Tell them you will call by phone in a few days to schedule a face-to-face appointment.

### Note:

It is also helpful to include the brochure **Develop Your Leaders From Within** (Item 103).

## V9 After the Introduction

After you send the email or letter of introduction, follow these steps:

1. Call the decision-makers you contacted by email or letter and make an appointment to see them.
  - Do not spend a lot of time giving details about Toastmasters; this is what the face-to-face meeting is for.
2. Prepare for the meeting.
  - Use the research and consider what you know about the company's needs. For example, if you know that the cost is one of the company's major concerns, compare the cost-efficient value of Toastmasters training to other common types of training.
3. Plan questions to ask during the meeting.
  - Design questions to expose as much information as possible about the value that the organization places on leadership and communication skills.
  - Ask contacts about personal development and how leadership and communication skills have played a part in it.
4. During the meeting, share the names of other corporations or local companies that already are benefiting from the Toastmasters program.

### Note:

You can print copies of a list of companies from the Toastmasters International website at [www.toastmasters.org/corporatesponsors](http://www.toastmasters.org/corporatesponsors).

## H1 5. Wrap it up.

- When the discussion comes to a conclusion, give a value statement of Toastmasters membership that meets the needs of the organization.

**Note:**

If 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 individual. Provide any information that person will need to make the decision.

**V10 Discussing the Finances**

Discussing financial matters can be an uncomfortable task. It is important to be transparent and broach the subject. After the company has given its conceptual support, finalize its financial commitment and determine what portion of the club costs the company will pay.

Sometimes the company pays the charter fee and new member fee for each member, while members pay their dues. Some companies pay for the banner and other club materials.

**V11 Money Matters**

Before conducting a demonstration meeting, whether it is for a potential corporate or community club, plan how to handle any money collected from the prospective club.

A sponsor or one of the new club's officers may begin to collect payment for dues and fees from 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 U.S. 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 corporate 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 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.
- ▶ Deposit the funds into another local club's account with the agreement of the other club.

Mentors advise and assist the club in selecting which option best suits its needs.

**V12 The Demonstration Meeting****Trainer:**

Ask the participants:

- ▶ Have any of you conducted a Toastmasters demonstration meeting?
- ▶ Has anyone been in the audience of a Toastmasters demonstration meeting?

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 a flipchart or white board.

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

A typical demonstration meeting requires eight or more experienced Toastmasters, each of whom assumes a meeting role, such as the following:

- |                |                      |
|----------------|----------------------|
| 1. Toastmaster | 5. General Evaluator |
| 2. Ah-Counter  | 6. Speaker           |
| 3. Ah-Counter  | 7. Evaluator         |
| 4. Grammarian  | 8. Topicsmaster      |

**V13** Remember, your goal is to pique interest. Following are some suggestions to help you plan the meeting:

- ▶ Keep the meeting short and within time limitations.
- ▶ If time is limited, include only:
  - A short Table Topics<sup>®</sup>™ session
  - One prepared speech
  - One evaluation

For example, if a sponsor is trying to charter a corporate club and the company has allotted 30 minutes for the demonstration meeting and any other information you plan to present, the sponsor must plan accordingly.

- ▶ Select a demonstration meeting team that will present a good, typical, yet abbreviated Toastmasters club meeting.
- ▶ Select Toastmasters to assume various roles:
  - A speaker to present a 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.
    - An advanced speaker may illustrate how the Toastmasters program helps members become more skilled speakers.
    - The Toastmaster should make this distinction clear to the audience.
  - An evaluator:
    - for an inexperienced speaker should be positive and gentle, yet helpful.
    - for an experienced speaker should be more specific, showing that an advanced speaker receives a more detailed evaluation.
- ▶ Invite high-level representatives of the sponsoring organization (if any).
  - Their presence will show prospective members that the organization supports the new club.
  - Introduce these representatives at the beginning of the demonstration meeting.
- ▶ Have each person who attends the meeting sign a guest book and provide their name, address, telephone number, and email address.

## V14 Overcoming Possible Barriers

What happens if a sponsor cannot find enough Toastmasters to conduct a demonstration meeting? A sponsor can have a demonstration meeting even if they are the only Toastmaster! If a sponsor is conducting a demonstration meeting alone, the sponsor acts as both Toastmaster of the meeting and narrator.

- ▶ Before the demonstration meeting, appoint prospective members to roles or ask for volunteers. Emphasize none of the volunteers will have to speak.
- ▶ During the demonstration meeting, 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 acts as narrator.
- ▶ Briefly describe what the prospective member would say and do in the assigned role.

## V15 After the Demonstration Meeting

- ▶ Introduce the sponsors and mentors explaining their roles and responsibilities.
- ▶ Conduct a brief question-and-answer session with the prospective members, allowing the demonstration team to answer the questions.
- ▶ Ask Toastmasters members to share success stories, explaining to the audience how Toastmasters training has helped them in their careers and in their family and community lives.
- ▶ Complete the Application to Organize form that is included in *How to Build a Toastmasters Club* in the New Club Information Kit (or download at [www.toastmasters.org/121](http://www.toastmasters.org/121)).
- ▶ Submit the Application to Organize to World Headquarters with the \$125 USD fee.

### Note:

If the company will not cover club expenses, or will partially cover expenses, or if sponsoring a community club, explain the following:

- ▶ Charter fees
- ▶ International and club dues
- ▶ Other potential costs (banner, administrative supplies, etc.)

Ensure that each potential member understands the individual cost.

## V16 Launch a Community Club

### Toastmasters Teamwork

The support team for community clubs is the same as for company clubs:

- ▶ Two sponsors
- ▶ Two mentors
- ▶ The District Director
  - Responsible for appointing sponsors and mentors for community clubs
- ▶ The Club Growth Director
- ▶ Other Toastmasters and District leaders who have chartered new clubs before and are resources for advice and information

Use the **New Club Information Kit** (Item 123) in the establishment of a community club.

**Note:**

A sponsor will not need to perform the research that is necessary to establish a corporate club. It is not necessary to write a formal introductory email or letter.

Much of a sponsor's energy is spent marketing a community club to gain local interest. Unlike a corporate club, a sponsor does not have the ease of a company's intranet or email to communicate to employees. Work with the District to market and publicize the club to the community.

**V17 Steps to Chartering**

Follow these steps to charter a community club:

1. Plan a demonstration meeting.
  - Schedule the meeting two to four weeks in advance.
  - Publicize and promote the meeting.

**Note:**

Get free promotion materials from [www.toastmasters.org/marketingresources](http://www.toastmasters.org/marketingresources) or purchase items from the online store at [www.toastmasters.org/shop](http://www.toastmasters.org/shop).

2. Collaborate with the District Public Relations Manager to publicize the demonstration meeting in the media.
  - Send announcements to local publications and be sure to include a photo of one of the speakers of action.
  - Send public service announcements to radio and television stations with taglines that announce the date, time, and place.
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 announcements on the following:
  - Community bulletin boards
  - Apartment complex laundry rooms and club houses
  - Public libraries
  - Community college campuses
  - Shopping malls
  - Local businesses
5. Target specialized group using invitation mailings that will contribute a strong core of potential members to the new club, such as the following:
  - Employees of small businesses
  - Religious groups
  - Military personnel

## Feed Their Enthusiasm

After a sponsor has built up the prospective members' interest with the demonstration meeting for either a community or corporate club, the next challenge is to keep that interest and enthusiasm for the club going until the club is ready to charter.

### **Trainer:**

Ask the participants, "How do you keep the prospective members' interest and enthusiasm?"

Write the answers on a flipchart or white board.

**V18** A sponsor needs to focus the group on the future and capitalize on the group's eagerness.

The following are steps to maintain enthusiasm to charter a club:

1. At the end of the demonstration meeting, announce the following:
  - Date
  - Time
  - Place of next meeting
2. Ask the group to select a temporary:
  - President
  - Treasurer
  - Sergeant at Arms
3. Follow up with reminder notices. Make sure all attendees have given their:
  - Name
  - Address
  - Telephone number
  - Email address
4. Ask the temporary Treasurer to collect the money from those who have decided to join.
5. Obtain enough money to pay the charter fee so that members can receive access to the the educational and administrative materials needed to conduct club meetings.

### **Note:**

The usual practice for collecting the charter fee is to divide the \$125 USD by the number of members you believe will be joining the club, then add that fraction to each charter member's dues.

6. Conclude by thanking everyone for coming and acknowledge the meeting hosts, participants, and anyone else who assisted with the event.

Most prospective clubs do not charter 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 ensure everyone stays involved and excited about the new club.

H2

**Trainer:**

Have participants look at **Handout 2**. Discuss Meeting Outline 1. If time allows, discuss Meeting Outline 2. Ask participants if they have experienced unique meetings that would keep prospective members' enthusiasm going.

V19

**Complete the Charter**

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* (Item 121) manual at [www.toastmasters.org/121](http://www.toastmasters.org/121).

V20

**Plan the Presentation**

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 is also a chance to generate publicity for the club, so plan the event carefully.

- ▶ Invite all guests with formal invitations.
  - Contact an Area Director, Division Director, or District Director well in advance of the ceremony date so they can plan to attend.
  - Include those individuals instrumental in chartering the club, as well as the following:
    - Company officials
    - Local government figures
    - Area and Division Directors
    - Other District leaders
- ▶ If another club helped to sponsor the new club, invite its members to attend.

**Note:**

**Remember to be considerate of the club budget and plan for expenses involved for these guests.**

- ▶ Publicize the charter presentation. Use the following tips when preparing your publicity efforts for corporate and community clubs:
  - Coordinate your publicity efforts with your District Public Relations Manager.
  - 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 following:
    - People
    - Date
    - Place
    - Occasion

- ▶ Form committees to handle such things as the following:
  - Decorations
  - Seating
  - Arrangements for special guests
  - Entertainment (if any)
  - Registrations
  - Refreshments
  - Banquet service

**Note:**

The Toastmasters International manual **Put on a Good Show: Meeting Planner Handbook** (Item 220) can help you in your preparations.

- ▶ Prepare a printed program.
- ▶ Include a short Toastmasters meeting followed by the charter presentation.

V21

**Trainer:**

Close the program by directing sponsors to **How to Build a Toastmasters Club** (Item 121) for details about organizing clubs as well as information regarding chartering speciality or advanced clubs.

# Handout Copy

The handouts that follow may be reproduced for distribution to training session participants. Make certain you accurately project the number of attendees so you will not have enough materials for everyone.



## Feature, Benefits, and Value

Features	Benefits	Value to the Individual	Value to the Organization
▶ 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 lead 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



# Starting from Scratch

## How to Sponsor New Clubs

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:

- How to organize a speech (see Preparing A Speech on the Toastmasters website: [www.toastmasters.org/Resources/Public-Speaking-Tips/Preparing-a-Speech](http://www.toastmasters.org/Resources/Public-Speaking-Tips/Preparing-a-Speech)).
- The Education Program as well as Recognition (see Education Programs on the Toastmasters website: [www.toastmasters.org/Education](http://www.toastmasters.org/Education)).

### 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.



# Starting from Scratch

## How to Sponsor New Clubs

Meeting Outline 2

Date \_\_\_\_\_

### Objectives:

- By now, the Charter Kit should have arrived from Toastmasters International. Distribute digital education materials only to those who have paid their dues and the \$20 USD 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 **How I Would Like to be Introduced**, Item 1162E).
- 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



# Starting from Scratch

## How to Sponsor New Clubs

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.
- Vice President Membership reviews membership status of the club and determines, in conjunction with sponsors and mentors, what promotional tasks should be accomplished in preparation for the submittal of the charter application forms.
- Vice President Education reviews specific meeting responsibilities with each assignee.
- 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 assume all major roles at every meeting. The sponsors and mentors continue to assist the club by presenting the Topics to Cover session of the meeting, and by providing advice regarding other club issues.



# Starting from Scratch

## How to Sponsor New Clubs

Meeting Outline 4

Date \_\_\_\_\_

### Objectives:

- Obtain a progress report from the Charter Ceremony Committee.
- Set a schedule for Executive Committee meetings.
- Vice President Membership reviews membership status of the club and determines, in conjunction with sponsors and mentors, what promotional tasks should be accomplished in preparation for the submittal of the charter application forms.
- Vice President Education reviews seventh meeting responsibilities with each assignee.
- Assign next meeting responsibilities.

### Topics to Cover:

- Membership building programs/recognition (visit website [www.toastmasters.org/membershipbuilding](http://www.toastmasters.org/membershipbuilding)).

### 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:

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.



# Starting from Scratch

## How to Sponsor New Clubs

Meeting Outline 5

Date \_\_\_\_\_

### Objectives:

- Obtain a progress report from the Charter Ceremony Committee. Promote time, place, and attendance to members.
- Vice President Public Relations prepares and distributes news releases regarding the club to area newspapers and radio stations.
- 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.
- Vice President Education introduces assignment schedule for future meetings, with scheduling to be done at least three weeks in advance.
- Vice President Education reviews next meeting responsibilities with each assignee.

### Topics to Cover:

- Discuss the importance of a positive club climate.

### 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:

Let the new Toastmasters know about the education and club materials available through Toastmasters International by showing them the online store at [www.toastmasters.org/shop](http://www.toastmasters.org/shop).



# Starting from Scratch

## How to Sponsor New Clubs

Meeting Outline 6

Date \_\_\_\_\_

### Objectives:

- Add an additional speaker to the program if time permits.
- Announce final plans for charter ceremony.
- Vice President Membership reviews membership status of club.
- Vice President Education reviews assignments for future meetings.
- President makes standing committee assignments with every member on a committee.

### Topics to Cover:

- Discuss 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:
  - Evaluator:
  - Evaluator:
- ▶ General Evaluation

### Tip:

By now the club should be chartered. The mentors 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.



# Starting from Scratch

## How to Sponsor New Clubs Session Evaluation

Date \_\_\_\_\_ Session Name \_\_\_\_\_

Facilitator \_\_\_\_\_

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

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 1. How relevant was this session to your role 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 |
| Trainer  | 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 would you rate the organization of the lesson plan?                           | 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 would you rate the meeting facilities?  | 1 | 2 | 3 | 4 | 5 |
| 8. What are two things you learned that will make you a more effective club coach?   |   |   |   |   |   |

**Additional Comments**



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# Starting from Scratch How to Sponsor New Clubs

# Introduction

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- Enhance your leadership skills.
- Develop project-management abilities.
- Expand your marketing expertise.

# Session Topics

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- A sponsor's duties.
- Establish a corporate club.
- Launch a community club.
- Feed their enthusiasm.
- Complete the charter.
- Plan the presentation.

# A Sponsor's Duties

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

# Types of Clubs

- Corporate
- Community
- Advanced
- Specialty

# Establish a Corporate Club

The New Club Information Kit

- *How to Build a Toastmasters Club*
- Forms
- Promotional brochures

# Establish a Corporate Club

## Toastmasters Teamwork

- Two sponsors
- Two mentors
- The District Director
- The Club Growth Director
- Other Toastmasters and District leaders

# Establish a Corporate Club

## Identify Your Target

- Company
  - Size
  - Location
  - Revenue
- Key contacts and decision-makers
- Company
  - Strategies
  - Key initiatives
  - Priorities
  - Focus and mission
  - Recent news articles

# Establish a Corporate Club

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Introduce Yourself.



# Establish a Corporate Club

## After the Introduction

1. Set an appointment.
2. Prepare for the meeting.
3. Share about other corporations.
4. Wrap it up.

# Establish a Corporate Club

## Discussing the Finances

- Finalize its financial commitment.
- Determine what portion of the club costs the company will pay.

# Establish a Corporate Club

## Money Matters

- Designate a club officer to hold the payments.
- Hold the payments until they are sent to Toastmasters International.
- Deposit the payment into another club's account.

# Establish a Corporate Club

## Demonstration Meetings

- Toastmaster
- Timer
- Ah-Counter
- Grammarian
- General Evaluator
- Speaker
- Evaluator
- Topicsmaster

# Establish a Corporate Club

## The Demonstration Meeting

- Keep the meeting within time limits.
- Include three aspects.
- Select a team.
- Select Toastmasters for various roles.
- Invite high-level representatives.
- Have each guest sign a guest book.

# Establish a Corporate Club

## **Before the Demonstration**

- Appoint prospective members.
- Ask for volunteers.
- Volunteers need not speak.

## **During the Demonstration**

- Prospective member comes to lectern when called.
- Toastmaster acts as the narrator.
- Toastmaster describes the role.

# Launch a Community Club

## Toastmasters Teamwork

- Two sponsors
- Two mentors
- District Director
- Club Growth Director
- Other Toastmasters and District leaders

# After the Demonstration

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- Introduce the sponsors and mentors.
- Question-and-answer.
- Toastmasters share success stories.
- Complete Application to Organize.
- Submit Application to Organize and charter fee.

# Launch a Community Club

## Steps to Chartering

- Plan a demonstration meeting.
- Publicize the meeting.
- Contact the local chamber of commerce.
- Display posters and announcements.
- Target specialized groups.

# Feed Their Enthusiasm

## Steps to Chartering

- Announce the next meeting.
- Select temporary officers.
- Follow up with reminder notices.
- Collect dues.
- Pay the charter fee.
- Conclude with recognition.

# Complete the Charter

## www.toastmasters.org/121

### Application to Organize a Toastmasters Club

Form 1

Send completed forms and payment to:  
9127 South Jackson Street, Suite 100  
Phone: +1 720-439-5550 • Fax: +1 303-440-9999

The undersigned applicant of the above-named club, hereby certifies that the club is not a for-profit organization and that the applicant is not a member of any other Toastmasters club in the area. If this is an Online Club, please note that it is understood that such permission is not granted or applicant's written permission from the Toastmasters International is required. A minimum number of 20 individuals must be present at the meeting. All officers must take necessary action to ensure that the club complies with the provisions of the Charter and membership bylaws. If signed, the charter and membership dues for charter members must be submitted with this application. If not, the applicant must submit a separate document for charter members. The undersigned applicant of the above-named club, hereby certifies that the club is not a for-profit organization and that the applicant is not a member of any other Toastmasters club in the area. If this is an Online Club, please note that it is understood that such permission is not granted or applicant's written permission from the Toastmasters International is required. A minimum number of 20 individuals must be present at the meeting. All officers must take necessary action to ensure that the club complies with the provisions of the Charter and membership bylaws. If signed, the charter and membership dues for charter members must be submitted with this application. If not, the applicant must submit a separate document for charter members.

### Charter Payments

Form 2

Submitted by \_\_\_\_\_  
Toastmasters club of \_\_\_\_\_

In compliance with the provisions of the Charter, the undersigned applicant of the above-named club, hereby certifies that the club is not a for-profit organization and that the applicant is not a member of any other Toastmasters club in the area. If this is an Online Club, please note that it is understood that such permission is not granted or applicant's written permission from the Toastmasters International is required. A minimum number of 20 individuals must be present at the meeting. All officers must take necessary action to ensure that the club complies with the provisions of the Charter and membership bylaws. If signed, the charter and membership dues for charter members must be submitted with this application. If not, the applicant must submit a separate document for charter members.

### Charter Membership Application & Payment Information

Form 3

Prospective members should follow the instructions provided below for becoming a charter member.

1. Completely fill out and sign the **Charter Membership Application**.
2. Completely fill out and sign the **Payment Information** document (page 3).
3. Submit both completed and signed documents to the club coordinator.
4. Please check here  if you use assistive technology (such as a screen reader) to view your educational materials.

For questions, please contact [newsclub@toastmasters.org](mailto:newsclub@toastmasters.org)

**Membership Application**

Club information: Club name \_\_\_\_\_ Club city \_\_\_\_\_  
Club number \_\_\_\_\_ Club state \_\_\_\_\_

**Apply Information** (This section is completed by the applicant.)  New  Renewal  Non-binary  Decline to respond

Last name/First name \_\_\_\_\_ Middle name \_\_\_\_\_  
Previous club name \_\_\_\_\_  
Date of transfer (DD/MM/YYYY) \_\_\_\_\_  
Previous club number \_\_\_\_\_  
Member number \_\_\_\_\_

Organizational level of \_\_\_\_\_  
Address line 1 (omit 31 characters) \_\_\_\_\_  
Address line 2 (omit 31 characters) \_\_\_\_\_  
City \_\_\_\_\_ State or province \_\_\_\_\_  
Country \_\_\_\_\_ Postal code \_\_\_\_\_  
Home phone number \_\_\_\_\_ Mobile phone number \_\_\_\_\_ Email address \_\_\_\_\_

**Membership Type**  
 New  Renewal (Renewal in membership)  
 Dual  Transfer of applicant (transferring from another club, please fill in the four boxes below)  
 Company  Government agency  Correctional institution  College or university  Religious organization  Online

Check here if this is an advanced club by your club.  open to all interests

**Sponsoring Organization**  
This is the organization that may pay due name of the **parent company**, if applicable. Organization name \_\_\_\_\_ Website \_\_\_\_\_  
Address line 1 \_\_\_\_\_  
Address line 2 \_\_\_\_\_  
City \_\_\_\_\_  
Industry \_\_\_\_\_

**GROUP EXEMPTION AUTH**  
You are authorized to include this Toastmasters International membership application in the application for group exemption. I acknowledge that my electronic sign-off is optional.

Rev 04/2020

### Charter Club Officer Information

Form 4

Term of office (check only one)  
 Annual  Semiannual

**NOTE:** Club Constitution for Chartered Clubs must conform to the club's terms. Please provide email address.

**Minimum officer requirement and a secretary or secretary**

Club name: \_\_\_\_\_  
Club number: \_\_\_\_\_  
Club contact email: \_\_\_\_\_  
Club website: \_\_\_\_\_  
Club Meeting Information:   
Meeting day: \_\_\_\_\_  
Meeting place: \_\_\_\_\_  
Facility (if applicable): \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Country: \_\_\_\_\_

**Club Information**  
Form 5

Please type or print clearly in any available space.

Club name: \_\_\_\_\_  
Club number: \_\_\_\_\_  
Club contact email: \_\_\_\_\_  
Club website: \_\_\_\_\_  
Club Meeting Information:   
Meeting day: \_\_\_\_\_  
Meeting place: \_\_\_\_\_  
Facility (if applicable): \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Country: \_\_\_\_\_

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Club contact email: \_\_\_\_\_  
Club website: \_\_\_\_\_  
Club Meeting Information:   
Meeting day: \_\_\_\_\_  
Meeting place: \_\_\_\_\_  
Facility (if applicable): \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Country: \_\_\_\_\_

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Form 5

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Country: \_\_\_\_\_

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Club Meeting Information:   
Meeting day: \_\_\_\_\_  
Meeting place: \_\_\_\_\_  
Facility (if applicable): \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Country: \_\_\_\_\_

**Club Information**  
Form 5

Please type or print clearly in any available space.

Club name: \_\_\_\_\_  
Club number: \_\_\_\_\_  
Club contact email: \_\_\_\_\_  
Club website: \_\_\_\_\_  
Club Meeting Information:   
Meeting day: \_\_\_\_\_  
Meeting place: \_\_\_\_\_  
Facility (if applicable): \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Country: \_\_\_\_\_

### Addendum of Standard Club Options

Form 6B

Club Name \_\_\_\_\_ Club Number \_\_\_\_\_  
Club Location \_\_\_\_\_ District Number \_\_\_\_\_

The undersigned, being the validly elected and duly sworn officer of the above-named club, hereby certifies that the club is not a for-profit organization and that the applicant is not a member of any other Toastmasters club in the area. If this is an Online Club, please note that it is understood that such permission is not granted or applicant's written permission from the Toastmasters International is required. A minimum number of 20 individuals must be present at the meeting. All officers must take necessary action to ensure that the club complies with the provisions of the Charter and membership bylaws. If signed, the charter and membership dues for charter members must be submitted with this application. If not, the applicant must submit a separate document for charter members.

**ARTICLE 1: Purpose**  
The purpose of a Toastmasters club is to provide a mutually supportive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which are self-confidence and personal growth.

**ARTICLE 2: Membership Composition**  
Honorary individual memberships in this club shall be conferred for a term of \_\_\_\_\_ year(s) and otherwise as provided in the Club Constitution.

**ARTICLE 3: Membership Composition**  
The fee for an individual membership in this club shall be US\$ \_\_\_\_\_ per person per \_\_\_\_\_ year(s). Such dues shall be payable in advance of or on \_\_\_\_\_ (The dues collected from a new individual member in addition to the new member fee shall include the membership payment to Toastmasters International, plus any club dues).

**ARTICLE 4: New Member Fee**  
The fee for an individual membership in this club shall be US\$ \_\_\_\_\_ per person per \_\_\_\_\_ year(s). Such dues shall be payable in advance of or on \_\_\_\_\_ (The dues collected from a new individual member in addition to the new member fee shall include the membership payment to Toastmasters International, plus any club dues).

**ARTICLE 5: Club Dues**  
The fee for an individual membership in this club shall be US\$ \_\_\_\_\_ per person per \_\_\_\_\_ year(s). Such dues shall be payable in advance of or on \_\_\_\_\_ (The dues collected from a new individual member in addition to the new member fee shall include the membership payment to Toastmasters International, plus any club dues).

**ARTICLE 6: Reinstatement Fee**  
Reinstatement to individual membership of a former individual member shall require a payment of a reinstatement fee of US\$ \_\_\_\_\_ (The reinstatement fee is optional and, if collected, is retained by the club. If the club does not charge a reinstatement fee, place a "0" in the space above).

**ARTICLE 7: Transfer Fee**  
The fee for an individual membership of another Toastmasters Member Club who transfers into this club shall be US\$ \_\_\_\_\_ (The transfer fee is optional and, if collected, is retained by the club. If the club does not charge a transfer fee, place a "0" in the space above).

### Club Dues and Fees Worksheet

Club dues must be paid directly to the club. World Headquarters cannot process payments for club dues.

Membership dues per dues: US\$ \_\_\_\_\_  
Club dues: US\$ \_\_\_\_\_  
Total payment to club: US\$ \_\_\_\_\_  
I want my membership to begin: \_\_\_\_\_

Month	Day	US\$45.00	US\$30.00	US\$15.00	US\$7.50
October	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
November	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
December	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
January	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
February	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
March	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Total payment to club: US\$ \_\_\_\_\_  
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Month	Day	US\$45.00	US\$30.00	US\$15.00	US\$7.50
October	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
November	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
December	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
January	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
February	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
March	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Month	Day	US\$45.00	US\$30.00	US\$15.00	US\$7.50
October	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
November	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
December	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
January	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
February	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
March	1st	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

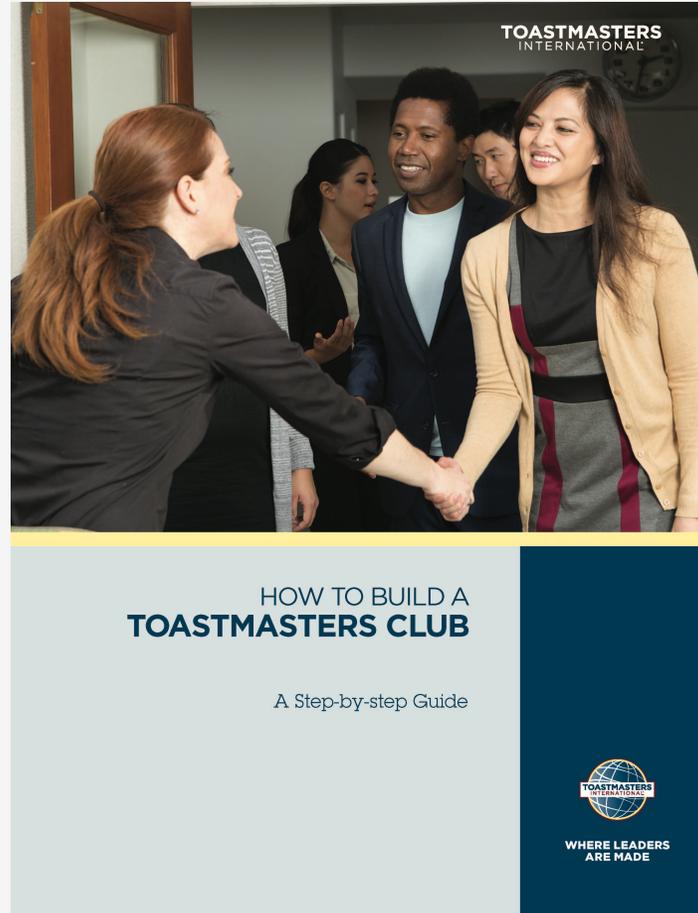
# Plan the Presentation

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- Invite the guests.
- Plan the meal.
- Publicize the charter presentation.
- Form committees.
- Prepare a printed program.
- Include a short meeting.

# Closing

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