

Build A New Club

1. Why build new clubs

- More people receive life-changing Toastmasters benefits
- Better communication skills for community members and company workers
- Fulfill mission of TI – make better communications a world-wide reality

2. What does it mean to me

- Learn something new from the people you meet and share your ideas
- Personal growth in communications and leadership
- Extended network
- Receive your own District 60 Governor's Award Ribbon by recruiting 3-4 members from July 1 to June 30. Make sure your name is put on the Membership Application Form as the new member's sponsor.
- Receive your own Toastmasters International Awards by recruiting 5 or more members from July 1 to June 30. Make sure your name is put on the Membership Application Form as the new member's sponsor.
- Opportunity to gain credits towards Advanced Leader Silver (ALS) award by being a Club Sponsor or Mentor
- A sponsor is a Toastmaster who organizes and helps to charter a new Toastmasters Club. Each sponsor receives a certificate from TI, a credit towards AL award, and a token of recognition from District 60.
- To receive credit as a sponsor, the member's name must appear on the Application to Organize and the Club President must notify TI in writing that the sponsor has fulfilled his/her responsibilities.
- A mentor is a Toastmaster who assists the Club for at least six months after chartering, helping it through the first critical months. The mentor receives a certificate from TI, a credit towards ALS award, and a token of recognition from District 60.
- To receive credit as a mentor, the member's name must appear on the Application to Organize, and six months after chartering, the Club President must notify TI in writing that the mentor has fulfilled his/her responsibilities.
- A maximum of two sponsors and two mentors can be assigned per club.

3. How to build

- If you have a new club lead, contact your Area Governor, Division Governor, or the District Marketing Ambassador near you: District Marketing Team.

4. When to build

- Throughout the year
- Whenever there is a company or community that can benefit from the Toastmasters experience
- In our experience, major corporations with 300+ employees or communities with 10,000+ people provide good membership base
- Free or reasonably priced meeting location also contributes to a good start

5. Where to build

- Companies with 300+ employees (examples)
- Communities that are under-serviced
- Communities that are not serviced
- Communities with immigrants/new comers
- Service organizations – Rotary Club, Lions
- Church groups
- Libraries
- Chamber of Commerce
- Associations, e.g. real estate, insurance
- Sales and Marketing organizations
- Institutions
- Universities/Colleges
- Government offices
- New subdivisions
- Condominiums
- Senior residence
- Military Base
- Police
- Prisons/correction centers
- Everywhere (when you become more aware, you'll see opportunities everywhere)

6. Who to contact

- If you want to be involved with club building, please fill out the survey and take advantage of the opportunity to win at the same time.
- If you have a new club lead, contact your Area Governor, Division Governor, or the District Marketing Ambassador near you: District Marketing Team.

7. Ideas for guest package

- Welcome letter from Club President briefly explaining the Toastmasters program and outlining the benefits of becoming a member
- A flyer about your club meeting (ref: TI Trademarks and Copyrights)
- Toastmasters International flyer listed under 'Free downloadable materials'
- A copy of The Toastmasters magazine
- Survey – contact information, how the guest hear about the club, what the guest was hoping to gain from Toastmasters, etc
- Club fee schedule
- A 'Sign Me Up' form