

Successful Club Series Matrix

| | Finding New Members For Your Club | Moment of Truth: | The Toastmasters Educational Program | How to Be a Distinguished Club | Keeping the Commitment | Going Beyond Our Club |
|----------------------|--|---|---|---|---|--|
| Objectives | To provide your club the tools needed to find new members and being a membership campaign. | To allow the club a chance to assess their service to the membership. | To enable members to take advantage of the complete education program. | To enable your club to successfully participate in the Distinguished Club Program | To keep members focused on the objectives of Toastmasters International | To encourage members to participate in the aspects of Toastmasters outside of the club. |
| Materials | <ul style="list-style-type: none"> - membership applications - 3 slides | <ul style="list-style-type: none"> - 10 slides - 6 worksheets - 1 "Club Quality Standards Evaluation" poster | <ul style="list-style-type: none"> - 3 slides | <ul style="list-style-type: none"> - 4 slides - Distinguished Club Program/Club Success Plan manual | <ul style="list-style-type: none"> - 3 slides - 25 Toastmasters Promise cards based on the Toastmasters Promise from the membership application | <ul style="list-style-type: none"> - 3 slides |
| Best Time to Present | <ul style="list-style-type: none"> - When club begins major membership campaign. - When club has problems bringing in guests. - When club members have a difficult time interacting with guests. - When most guests do not follow through and join the club. | <ul style="list-style-type: none"> - If club membership is low. - Start of the new club year. - This is a great module for Area Governor to present when visiting. | <ul style="list-style-type: none"> - When multiple members are ready to complete their CCMs. - When members are not working towards advanced communication or leadership awards. - When you have new members who may now know the educational program. | <ul style="list-style-type: none"> - At the beginning of the TM year. - To update members on the club's efforts with the program. - At the end of the year, but before the program ends to get those last few awards in. | <ul style="list-style-type: none"> - When members aren't attending regular meetings. - When members are not giving manual speeches. | <ul style="list-style-type: none"> - As club prepares for contests. - When district conferences are being planned. - The end of the year when new leadership roles are available. |
| Notes | <ul style="list-style-type: none"> - Do at least once a year. | <ul style="list-style-type: none"> - Do at least once a year. | <ul style="list-style-type: none"> - As the TM education program changes, be ready to buy a new copy. - Do at least once a year. | <ul style="list-style-type: none"> - Do at least twice a year. - Include an update on your club's efforts. | <ul style="list-style-type: none"> - Do at least once a year. | <ul style="list-style-type: none"> - Do at least once a year, but twice is advisable. |

Successful Club Series Matrix

| | Mentoring | Setting the Stage for Success | Evaluate to Motivate | Creating the Best Club Climate | Closing the Sale |
|---------------------------|--|---|--|---|--|
| Objectives | To assist the club in creating an effective mentoring program. | To ensure the club has productive meetings. | To ensure that speech evaluations provide constructive feedback. | To enable members to create a positive environment through their own actions. | To assure that guests will join the club. |
| Materials | <ul style="list-style-type: none"> - 10 slides - "How to administer your club's mentor program" sheet - Mentoring supplies order form - Pad of mentor interest surveys - Pad of mentor assignment notices - Pad of mentee assignment notices - 1 mentor certificate | 3 slides | - 4 slides | 3 slides | 5 slides |
| Non-Event Elements | <ul style="list-style-type: none"> - When you are developing a new mentor program. - When an established mentoring program seems to be falling apart. - When mentors do not seem to be helping new members. | <ul style="list-style-type: none"> - When you have numerous new members who may not be aware of these roles. - When members don't fulfill all the duties of a role or confuse duties. | <ul style="list-style-type: none"> - When evaluators are not offering points of improvement. - When evaluators are evaluating people rather than content. - When speakers are not showing signs of improvement. | <ul style="list-style-type: none"> - When you are getting ready for a new membership campaign. - When you get guests to the meetings, but have trouble getting them to join the club. | <ul style="list-style-type: none"> - When you get guests to the meetings, but have trouble getting them to join the club. |
| Notes | <ul style="list-style-type: none"> - You can order extra forms and certificates. - Do at least twice a year. | - Do at least twice a year or more often if needed. | - Do at least once a year. | - Do at least once a year. | - Do at least once a year. |