



Founder's District Marketing

How to Start a New Club

As you know, TI is made up almost entirely of volunteers. You're a volunteer. A volunteer started your club. Volunteers nurtured your club and helped it grow so that it was available when *you* were ready to join. Sometimes we start new clubs to fill the void left by one that has ended its run. Often we start a club where we see the need.

Most of all, we start new clubs so others will have the opportunity to gain the skills, support and advantages that we've enjoyed. You can help start a club and earn credit towards your Advanced Leader Silver award. Here's how you can start today to launch and build a new Toastmasters club during the Founder's District 2007-2008 year:

- 1) Find an opportunity. Look at your city or company. Examine them for communities that are not being served. Is there a geographical location where there is no club? Is there a community that is not being served...for example, in a heavily Chinese area, is there an opportunity for a Mandarin club? How about a Spanish club in a strong Latino area? What about a club at a manufacturing plant or hospital?
- 2) Qualify the lead by organization/community size. A large town (10,000+ residents), a community organization or companies with more than 250 employees are a great size for starting new clubs. Identify the contact person for the new club (usually the Human Resources Director for a company club).
- 3) Contact **New Clubs Coordinator Shawna Daigle, ACB, CL** (xtreme.whlz@verizon.net) to help arrange a meeting with the prospective new club members or hosting organization. We will work with you at the meeting to describe the Toastmasters program and its benefits. By the end of the meeting, we will have planned and scheduled the demonstration Toastmasters Meeting - with the goal of having at least 30 prospective members in attendance.
- 4) Volunteer to serve as a Mentor for the new club. Every new club needs two Mentors to help get established during the first 6 months of operations. Our **Sponsor/Mentor Coordinator, Elisa Roddy, ACS, CL** (elisaroddy@yahoo.com), will help you get training – and credit – for your service.
- 5) Our **Demo Team Coordinator, Edna Duffy, DTM** (eduffy@earthlink.net), will arrange the demonstration meeting. You can help by volunteering to lead the effort and recruiting the best Toastmasters you know to fill program roles. A Demonstration Meeting needs a Toastmaster, Speaker, Table Topics Master and Evaluator; and a General Evaluator and Timer if possible.
- 6) Conduct a fantastic model meeting! Everyone must bring all their energy and enthusiasm to the meeting, making everything run smoothly and effortlessly.
- 7) Our District Marketing staff will help you complete the charter documents.
- 8) Work with the new club officers to organize a charter celebration! Congratulations, you have a new club!

To keep Founder's District healthy, we have the goal of starting at least 39 new Toastmasters clubs during the 2007-2008 year. You are an important part of the club extension process: Get started - starting a new club today!