

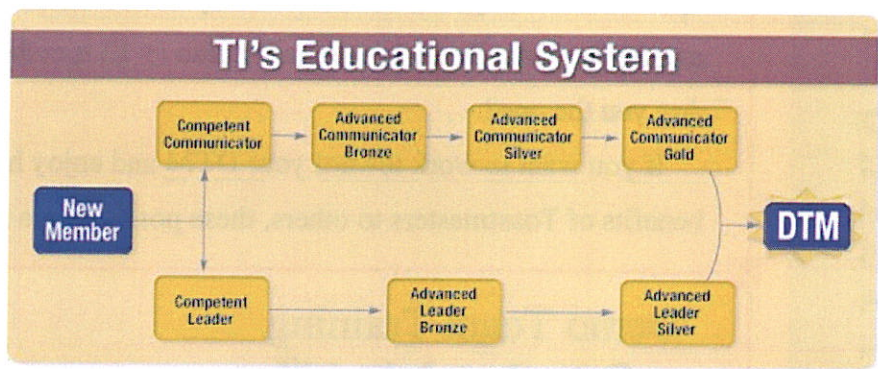


Founder's District Marketing

The Path to DTM

Advanced Leader Silver (ALS) – serve 1 complete term as District officer (Area, Division or District Governor); complete High Performance Leadership project; serve as a club **Sponsor, Mentor** or **Coach**.

Why not choose to serve as a **Sponsor** or **Mentor** for a new club or as a **Coach** for a low-member club – and make it a **High Performance Leadership** project? Within a year, you can complete the **ALS**, the last step on the Leadership track. During your service, you can present additional speeches to your assigned club, helping you work through the Communication track at the same time!



Demo Teams:

A team leader organizes the demonstration meeting as an event, appointing a Toastmaster, General Evaluator, Evaluator, Table Topics Master and Timer. The Sponsors and Mentors for the new club are ideally suited to help with these roles.

Sponsor: one who assumes responsibility for some other person or thing.

In Toastmasters, a Sponsor works with the District marketing staff to convert a new club lead into a chartered club by attending the pre-demo meeting with the new club prospect and by supporting the club at the demo meeting and each subsequent meeting until the club charters.

Mentor: a trusted counselor or guide.

In Toastmasters, a Mentor helps with the demonstration meeting and guides the club from charter to 6 months. The Mentor helps the new officers lead the club and trains the members in basics of communication and leadership, the Toastmasters way.

Coach: one who instructs or trains.

In Toastmasters, a Coach helps a low-member club (12 or fewer members) rebuild to Distinguished status through training, direct assistance, motivation and inspiration.