

# MARKETING MATTERS

District 70  
Region 12  
Toastmasters International



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July 2010

## FROM THE DESK OF THE LGM ...

Our District achieved Distinguished status last year for the 3rd successive year. Let's maintain the momentum. My role as Lt Governor Marketing encompasses all aspects of marketing, club-building and member/club retention within the District. This includes developing retention efforts with existing community and corporate clubs, penetrating new markets and supporting challenged clubs to help them become

distinguished. I have appointed a team of dynamic toastmasters to assist with new club sponsors/mentors, club coaches, club mentoring programs, community/corporate club support, enquiries, membership returns, directory and re-alignment of divisions and areas. This newsletter is designed to let know about the membership building programs for clubs and individual members and what needs to be done each month to ensure

continued success of your clubs.

Successful clubs are founded on members who are achieving personal growth and development – they retain members and attract new members.

“Let us share with others the benefits we have gained for ourselves” (Dr Ralph C Smedley).

Regards  
Jan



### Special points of interest:

- Toastmasters International website updated.
- New Competent Leader Manual introduced.
- Club Membership Contests
- Club Proxies (International convention)
- Club Membership Incentives
- Club Coaching
- Calendar of events— July & August

## DID YOU KNOW?

The Toastmasters International website was updated, and effective Monday 26th July you do not need a club password to log onto the website and conduct Club Business.

All Executive Officers need to arrange their own individual user name & password (check out [www.toastmasters.org/members.aspx](http://www.toastmasters.org/members.aspx)) - when they do log on, they will have automatically access to the Club Business pages for all Clubs where they serve on the Executive.

*“Changes to the way that Club Executive Officers conduct Club Business”*

## MEMBERSHIP BUILDING CONTESTS

Most members of Toastmasters joined a club because someone invited them to a meeting. Individuals and clubs have taken the initiative to give others the same opportunity to learn and grow that someone else once offered to them.

Below you will find helpful information regarding Toastmasters membership building contests.

### Club Contests

#### Smedley Award

Program Dates: August 1 – September 30

Can your club add five new, dual, or reinstated members between August 1 and September 30? By doing so you will qualify to receive a "Smedley Award" ribbon to display on your club's banner. Membership applications and payment for members who join between August 1 and September 30 must be received at World Headquarters or on-line no later than September 30. Each members "joining date" as listed on the application must be no later than September. Transfer and charter members do not count for credit.

#### Talk Up Toastmasters!

Program Dates: February 1 – March 31

Toastmasters love to talk? So take advantage of it. During the "Talk Up Toastmasters!" membership contest, Add five new, dual or reinstated members to your roster between February 1 and March 31 to receive a special "Talk up Toastmasters!" ribbon to display on your club's banner. Membership applications and payment for members who join between February 1 and March 31 must be received at World Headquarters or on-line no later than March 31. Each members "joining date" as listed on the application must be no later than March. Transfer and charter members do not count for credit.

#### Beat the Clock

Program Dates: May 1 – June 30

Toastmasters are taught to run meetings on time, finish speeches on time and make membership goals on time. "Beat the Clock" is about finishing the year on schedule -with a bang! Clubs adding five new, dual or reinstated members during these two months receive a "Beat the

Clock" ribbon to display on the club's banner. Membership applications and payment for members who join between May 1 and June 30 must be received at World Headquarters or online no later than June 30. Each members "joining date" as listed on the application must be no later than June. Transfer and charter members do not count for credit.

### Individual Awards

#### Individual Member Sponsors

Program Dates: July 1 – June 30

As a sponsor of five new members, you will qualify to receive a unique sponsor's pin. As an outstanding sponsor of 10 new members, you will qualify to receive a special star pin. To receive credit as a sponsor, your name must appear on the application for Toastmasters club membership (Item 400) along with your home club number.



## MEMBERSHIP INCENTIVES

One of the key challenges for all clubs is ensuring retention of members, and lodging maximum dues renewals by the deadline. To aid with this, District 70 has two membership incentives to encourage clubs.

#### Dues Renewal Incentive

Each club that submits membership renewals on time (with no less than 50% of the membership) goes into the draw for a \$50 Supplies.

Voucher for the Club and a TI Mug (approximately \$20) for the Treasurer.

#### Member Retention Incentive

Each club that submits 90% of its base membership renewals on time goes into the draw for a \$50 Supplies Voucher for the Club and a TI mug for the Club Treasurer and VPM.

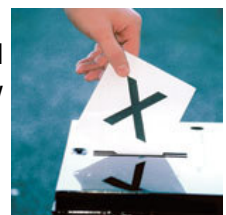
*Membership Incentives—renew no less than 50% of your membership by 30th September / renew 90% or more of your members by 30th September ...*

## HAS YOUR CLUB SUBMITTED ITS PROXY!!

In May 2010, the current Club President received an email from Toastmasters International with a link to the new electronic proxy. This proxy allows each club to vote at the International Convention.

You can check if you've lodged your proxy through Club Central on the Toastmasters International website. If you have not yet completed your Club Proxy, you only have a short time to request a new proxy form and submit.

**We recommend** you select Option 2 and allow the District Governor to vote on your behalf.



## CALENDAR FOR THE NEXT MONTH ...

- Club Officers should attend **Club Leadership Training** through July & August (note: 4 officers MUST be trained to count towards your Distinguished Club Plan) - any club member who wishes can also attend the training.
  - Treasurers should arrange for **new signatories** on bank account.
  - **Executive to meet** and begin working on the Club Success Plan.
  - Start to plan your **Club Humorous Speech & Table Topics Contests** for July or August.
  - First reminder to your members that their fees are due by the 30th September.
  - The **Toastmasters International Convention** is on 11th—14th August in Palm Desert, California.
  - Treasurers - **membership dues** are payable by 30th September.
- Start collecting dues NOW!*  
*Why not ask members to pay for 12 months membership?*  
*Offer a discount for 12 months?*  
*Pay by cheque, cash or on-line.*
- All District events are published on **[www.d70toastmasters.org](http://www.d70toastmasters.org)**—**What's On!**

## NEW COMPETENT LEADER MANUAL INTRODUCED

In June 2010, Toastmasters International (TI) launched a new Competent Leader Manual.

During the coming months as members receive their new member kit, they may start to see the new manual included.

However both District Supplies and Toastmasters International still have stock of the current manual and will continue to supply that

until stocks are exhausted.

Your existing “purple” CL manual is valid and will be recognised by Toastmasters International.

They have also produced an easy to follow Project Completion Record for the new CL—contact [clubcoach@d70toastmasters.org](mailto:clubcoach@d70toastmasters.org) for a PDF copy or download full CL Application / Completion Record from the TI website.



## BECOME A CLUB COACH TODAY

A Club Coach is an experienced Toastmaster who volunteers to help another club in their area. The Toastmaster must not be a member of the club at the time of appointment and the Toastmaster is typically working towards their Advanced Leader Silver Award (following the achievement of the Advanced Leader Bronze award).

As a Club Coach, your responsibilities are:

- To assist the club in raising its membership and helping the club fulfill the requirements necessary to reach distinguished status or better.
- To build a rapport with the club leadership and its members.
- Assess the environment, observe, analyse and recommend solutions.
- Develop a plan with goals for improvement.
- Implement the plan and help club officers and members to achieve their goals.
- Instill enthusiasm, loyalty and a sense of responsibility for the club's future.

***I ask you to consider the role of Club Coach*** to strengthen the struggling clubs within our District and as a step towards achieving your Advanced Leader Silver award.