



**Club Care**  
**Dynamic Clubs – The Five Questions**

**WHY:**

**Did We Join Toastmasters?**

Most people will tell you that they joined Toastmasters in order to learn to communicate or to learn a new skill.

**Do We Stay in Toastmasters?**

Once people learn new skills and continue to learn new skills, what often keeps them in Toastmasters are the relationships that they've formed in the clubs and the fun that they continue to have at the meetings. An important part of these relationships is that members demonstrate that they care about one another by offering each other support in their efforts.

**WHAT ARE THE SECRETS TO A DYNAMIC CLUB?**

**Educational and Fun!**

Given that the people join Toastmasters to learn and they stay because it's fun then it makes sense that Dynamic Clubs always keep education and fun foremost in mind.

**Keep it Simple**

As you make changes to your club make sure that you try the simplest things first. If the club is struggling then in the initial stages you need to have easy wins before you can take on the harder things.

**WHO CAN HELP?**

**District Officers Including Your Area Director**

Ask your Area Director to visit your club more often. Invite your Division Director to a club social activity. Consider asking them to participate in your meetings as speakers, educational presenters or by taking a meeting role. Let them share the power of their own example.

**Experienced Guest Speakers or Guest General Evaluators**

There are some very experienced Toastmasters in your Division. Many of them will accept an invitation to come out to your club to speak or evaluate. Clubs can learn a great deal by watching experienced speakers who they haven't seen before.

**Educational Workshop Presenters**

Some Toastmasters enjoy presenting educational workshops. By attending Toastmaster events outside your club, you can quickly identify who they are. Consider inviting them out to your club to facilitate an educational workshop. Include a Table Topics session that allows club members to practice the skills they learned as part of the workshop. Ask for help to get members started in, and continuing with, Pathways.

**HOW DO WE CREATE A DYNAMIC CLUB?**

**Values**

Operate all areas of the club based on all of the four values of Toastmasters – *Service to the Member, Respect for the Individual, Integrity, and Dedication to Excellence*

**Vision and Support**

It's important that at the very least your executive council has a shared vision towards making a positive change in the club. Once the club officers share the vision it's equally important that all officers provide support for each other by helping out in whatever way possible. The President needs to be willing to step in and help any club officer who needs it when they ask for the help.

**Officer Training**

Attending officer training makes a real difference in the performance of successful clubs. The training gives you the opportunity to meet and network with Toastmasters from other clubs. Encouraging all officers to attend training prepare them to meet the goals of their positions.



### **Mentoring.**

A strong mentoring program is a very good sign of a healthy club. When people mentor each other they are taking an interest in each other's success. It's hard to have major disagreements or "in groups" when everyone is pulling together to help each other. Run a workshop on mentoring every year. Mentoring is so important, Pathways provides a certification process.

### **Room/Online (Virtual) Setup**

The way a room is setup leaves an instant impression on our members and on our guests. Consider Online meeting tips from Toastmasters International, like renaming participants to show their meeting role. Simple things like a name tent or online participant name can show members that they have a place in the club and that everyone wants them at the meeting. Display your club banner in the room, or encourage Toastmasters online backgrounds. Room setup and/or online meeting etiquette are important factors in the success of a club!

### **Use of Time**

One of the selling points of Toastmasters is that by joining you will become better at communicating and by extension running meetings. Nothing is more impressive to a businessperson than seeing a meeting that's incredibly productive while also starting and ending on time. Make the meeting run well, start it on time and end it on time. Do so and it becomes a strong contrast with the vast majority of business meetings that tend to be unorganized, non-productive, start late and rarely end on time. Guests will sometimes join based on the power of this example alone.

### **Evaluations**

People join Toastmasters to learn and one of the most effective learning tools we have are the evaluations we provide at each meeting. Consider having at least two workshops on evaluation and have easy access to the Pathways generic Evaluation form. A key part of the General Evaluator Role is to raise the standard of evaluation in the club. When scheduling, avoid having the same members usually evaluating the same member.

### **Agenda**

Send a reminder for agenda meeting roles as close to a week before the next meeting as possible. Get the agenda out to all members in advance, including email attachment and/or a link in online meetings. Verify that newer people know what their roles entail.

### **Meeting Variety**

Try to have a mix of speech projects at each meeting and schedule them in ascending order of experience. Occasionally try a backwards meeting, all-table-topics meeting, grab bag meeting, debates, etc.

### **Business Meeting**

An important part of being in the executive council is proper governance. Having a meeting dedicated to club business once every three to six months gives the membership a chance to discuss issues related to the club, while also taking part in the overall democratic process. Have each club officer provide a short report on the status of their core responsibilities. Follow this with a "new business" section that allows club members to propose motions and become familiar with Robert's Rules of Order.

### **Socials**

"People need to know you care before they care about what you know." Schedule periodic club social events that focus on letting the club members get to know each other a lot better. This will have a positive impact on mentoring and evaluations.

### **Membership Campaign**

Membership campaigns should be a regular part of the club. If your meetings are truly educational and fun then guests will sign up with very little persuasion. They will be able to see instantly why your club is a place that they will want to be. Members will renew their membership for the same reasons.

### **Recognition of Achievements**

Celebrate completion of Level 1, Level 2, etc. for each member. Submit educational awards to Club Central promptly. Consider an ARM (All Roles Mastered) award to encourage members to participate in every role available.

**WHEN IS THE BEST TIME FOR US TO TAKE ACTION? N O W!**