

HOW TO BUILD A TOASTMASTERS CLUB IN ONE MONTH

- ❖ Can it be done? Absolutely!
- ❖ While it is possible to create a community club in one month, you will have greater success with a corporate club.

FIND THE LEAD

- ❑ Send an email to all your Governors and your entire district if you have the capability. Ask for names of companies that do not have a club.
- ❑ Obtain a “Book of Lists” compiled by many Business Journals and Chambers of Commerce. Look for companies that have over 200 employees in one location.
- ❑ Search the online archives of the major newspaper in your community—look for new companies in town or even those that are downsizing—that is the perfect time to offer the benefits of a Toastmasters club.

MAKE THE CALL

- ❑ Find the name of the top executive in the company. Call and ask for the CEO’s **ASSISTANT**. Ask the assistant if you could schedule a 15-minute appointment with the CEO in the next two weeks to discuss bringing Toastmasters to the company. If the company is not interested, do not take the rejection personally—move on to the next company.
- ❑ Most likely, the Human Resources Vice President/Director will return your call. Ask for an appointment.

MAKE THE VISIT

- ❑ On your visit, dress professionally, wear your district name badge, and be **EARLY**.
- ❑ Bring: Toastmasters brochures (the best is “*Talk. Still the Most Effective Means of Communication*”), a CTM manual, and the High Performance Leadership Manual.
- ❑ Start the meeting by asking if the person has heard of Toastmasters before. If not, explain a brief history and purpose of the organization.
- ❑ If the person knows of Toastmasters, say you would like to conduct a demonstration meeting to show the benefits of the organization. Explain the meeting agenda and show the CTM manual. Explain that Toastmasters also improves leadership skills and show the High Performance Leadership Program manual. Discuss the dues structure and chartering fee. Conclude by choosing a date for a demonstration meeting.
- ❑ The company picks the meeting date and time, finds a location, and advertises the meeting to employees. You plan and conduct the meeting.

AFTER THE VISIT

- ❑ Send a thank you note.
- ❑ Follow up by phone in one week if you have not heard from your contact.
- ❑ Always be polite and focused, never pushy or demanding.

SETTING UP THE MEETING

- ❑ After a date has been chosen, find a demo team.
- ❑ You only need 7 team members: Toastmaster, Speaker, Table Topics, General Evaluator, Speech Evaluator, Grammarians, Timer. Find the most experienced Toastmasters you can. You want to put on a superb program.
- ❑ It is possible to conduct a meeting with fewer than 7 team members—in fact a one-person demo meeting has been done successfully!
- ❑ Confirm with the company who will pay member dues: the corporation, the member, or both.

THE MEETING

- ❑ Your team should arrive early.
- ❑ Bring: agendas, timing lights/cards and stopwatch, copies of *The Toastmaster* magazine, Toastmasters brochures, a CTM manual, description of the club officer positions, a blank agenda, copies of the icebreaker manual assignment, and *How to Build a Toastmasters Club* booklet.
- ❑ Conduct a 40-minute meeting. Explain the meeting roles that were left out (thought of day, jester, table topics evaluator, etc.).
- ❑ At the end of the formal meeting, close the sale: ask if the guests see the benefits of Toastmasters, explain the costs, and answer questions.
- ❑ If there **ARE** 20 members ready to go, then elect club officers, choose a club name and meeting day/time, approve the constitution and bylaws, collect dues, and complete the charter paperwork. Fill meeting roles for the following week using the blank agenda. Distribute copies of the icebreaker assignment to all members.
- ❑ If there are **NOT** 20 members: fill meeting roles on the blank agenda for the meeting to be held in **TWO WEEKS**. Distribute copies of the icebreaker assignment to all members. The next week's meeting will be an organizational meeting to elect club officers, choose a club name and meeting day/time, approve the constitution and bylaws, and collect dues.
- ❑ Finish on time!

AFTER THE MEETING

- ❑ Work with your corporate contact to collect the charter fee if appropriate and answer questions.
- ❑ If there are hesitations by the corporation, calmly answer questions and stay focused. If you conducted a superb demo meeting, the corporation will start the club.
- ❑ Work with the District Governor to appoint club Sponsors and Mentors to help the new club.
- ❑ Stay on track and continuously follow-up.

CONGRATULATIONS! You have started a new club in one month!