

HOW TO MEET YOUR CTM & ATM GOALS

To meet your District's educational goals (CTM and ATM achievement), focus on the *Distinguished Club Program*. Your District will also earn points in the Distinguished District program for Competent Leader (CL), Advanced Leader (AL), and Distinguished Toastmaster (DTM) completions. How can you help your District's members to earn their educational goals? Here are some ideas:

- ❑ **PROMOTE THE DISTINGUISHED CLUB PROGRAM** to every club—through your Area and Division Governors, at every District meeting, in every District communication, at every opportunity.
- ❑ **OBTAIN COPIES OF THE AREA VISIT REPORT FORMS** to track who has committed to earning an educational award. Contact these members with a phone call, email, or written note and encourage the member to achieve their goal.
- ❑ **SEND A CONGRATULATORY LETTER** to every member who earns an educational award. Toastmasters International will send the District Governor a list of the names and addresses of these members monthly.
- ❑ **RECOGNIZE EDUCATIONAL ACHIEVEMENTS** in your District newsletter and at your District conferences. Publish the names of the new CTMs, ATMs, CLs, ALs, and DTMs in a Hall of Fame program at your conferences. Ask these members to stand and be recognized at your awards ceremony.
- ❑ **LEAD BY EXAMPLE**—ask your Area and Division Governors and top 3 officers to earn at least one educational award during the year.
- ❑ **PROMOTE THE TOASTMASTERS TOOLS FOR SUCCESS**—the High Performance Leadership Program, the Better Speaker Series, the Successful Club Series, the Excellence in Leadership Series—at every opportunity. Offer educational sessions on these programs at your District conferences and club officer trainings.
- ❑ **ASK YOUR AREA GOVERNORS** to follow-up with members who have completed 4 or 5 speeches in the CTM manual. This is the time when those members may be thinking about not finishing. A written note, a phone call, or a personal word of encouragement during a club visit may motivate that member to finish his or her manual.
- ❑ **ENCOURAGE FRIENDLY COMPETITION:** promote a District contest that rewards clubs for completing one or more Distinguished Club Program (DCP) educational goals within a specific time frame. For example, all clubs that meet DCP goal #1 (Two CTMs) by December 31, 2005 will receive a Better Speaker Series module from the District.

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