

9 Easy Steps to Charter a New Club

1. Look for a corporate sponsor or a suitable location for a community club.
2. Create a name for the club, set a date for a Kickoff Meeting and publicize it. See the *How to Build a Toastmasters Club* handbook (catalog # 121 or download from www.toastmasters.org) for marketing ideas. Apply some of the marketing strategies your club already uses for building membership.
3. Recruit existing Toastmasters members to be the Toastmaster, General Evaluator, Table Topics Master, Timer and, if desired, Ah Counter. You will also need some experienced members for the major roles (Toastmaster, General Evaluator, and Evaluators) for a few subsequent meetings. Select very good evaluators and less experienced speakers. This is because a fantastic speaker may intimidate the prospects. ("I can *never* do that!")
4. Never give any impression that there may or may not be enough people to charter the club. You will have enough people if you work at it.
5. Set the amount of dues and have charter membership applications ready at the Kickoff Meeting. Bring copies of the basic manual or the Ice Breaker speech project, in addition to the usual meeting supplies (name badges, guest sign-in sheet, etc.).
6. At the end of the Kickoff Meeting, collect dues from those ready to join. Ask one or two new members (depending on length of each meeting) to volunteer to deliver their Ice Breakers at the next meeting.
7. After the first meeting, talk to the new members and identify potential club officers. Nominate and elect officers as soon as practicable.
8. Obtain a tax ID number for the new club and open a bank account. Deposit the dues collected.
9. If you already have 20 members, remit the charter paperwork, charter fee, and dues to Toastmasters International. If you do not have 20 members, remit the charter fee to TI and continue to promote the new club to achieve 20 members. The average community club should have enough members after 6-10 meetings. The process is usually faster for a corporate club.