

STARTING A NEW CLUB... It's EASY!

CLUB GROWTH DIRECTOR, DIVISION DIRECTORS and/or NEW CLUB CHAIR should QUALIFY LEADS from the beginning

Call leads to answer their questions as completely and as soon as possible (**within 48 hours**)

Were you able to answer all their questions?

NO = Tell them you'll get right back to them – Call LGM for help!

YES = Are they still interested in starting a club?

NO = Encourage them to join an existing club – Hang up (nicely of course)

YES = Can they get:

1) 20+ warm bodies, AND

2) Meeting location

NO = Encourage them to do some promoting – offer to send materials

Promise to get back to them in two weeks and MEAN IT!

Repeat from the beginning...

YES = Set a kickoff date

Before the “Kickoff” meeting:

Recruit your team geared to the audience – Should include **Area Director** whenever possible

2 of these people should be the sponsors of the new club. Ideally, working on their DTMs but not a requirement.

Toastmaster of the Day (TMOD)

Table Topic Master

Speaker (Relatively New, not-too experienced)

Evaluator (Strong-Experienced)

Expect for audience members to fill Ah Counter & Timer roles

*Get them included in the success of the kickoff meeting

Pre-complete paperwork as much as possible (District, Area, Sponsors, Mentors, etc)

Prep an agenda.

Don't forget US flag, gavel, stopwatch, timing cards, additional promo materials and banner if possible.

NOTE: for online clubs, the flag and pledge may be appropriate if gearing towards an international club

During the meeting (Total time – 1 hour)

15 minutes – Greet, fill out attendance log (Name, Phone, Email)

20 minute meeting

Brief description of TI & value of evaluation

1 speech, 1 evaluation, 2 or 3 Table Topics

15 minutes of “Nuts & Bolts”

Decide on regular meeting time/day

Inform of \$ 65 per person which covers: New Member Fee \$20 and can be more if it is to include a share of the \$125 charter fee

Would not include club dues, if any

Ask for volunteers for Club Officers - YES, do this right from the start!

Fill in next week’s agenda with at least two Ice Breakers

10 minutes – Collect checks & Charter member contact info

Complete as much paperwork as possible

After the meeting:

Was enough collected for 20 members?

NO = Continue recruiting – follow up with attendees who didn’t sign/pay

YES = Finalize paperwork –

Send to District Director for final review & approval of sponsors/mentors.

DD will mail completed package to World Headquarters

FOLLOW UP!

Sponsors to Contact officers to set up training time (Critical – President, VPE, VPM)

VPM to contact attendees who did not sign that night to invite them to next meeting

VPE to contact meeting participants to ensure they’ll be at next meeting

Continue to follow the manual.

NOTE: Evaluators should be experienced TMs until newbies get past at least two speeches

Plan a Charter Celebration Party!