

TOASTMASTERS  
INTERNATIONAL



## Guide to **CORPORATE VISITS**

A guide to successful meetings with corporations and other organizations that support Toastmasters.



**WHERE LEADERS  
ARE MADE**

## Marketing Visits

A marketing visit is a meeting between a Toastmasters representative (typically an experienced member, district leader, international director, region advisor or international officer) and a representative of a corporation or organization that may or may not currently sponsor a Toastmasters club. Visits may be initial meetings between an organization and a Toastmasters representative, or a demonstration meeting presented to generate interest from the organization's staff.

The purpose of a marketing visit is to promote Toastmasters to the organization's decision-makers and their staff. The goals of this meeting are to:

- ▶ Spread the word about Toastmasters to a new audience.
- ▶ Set a date for a demonstration meeting to be attended by management and interested staff.
- ▶ Determine if chartering a club onsite is a viable endeavor.

Resources you can use to prepare, present and generate interest among employees are listed in the corporate relations section of the District Leader E-Toolkit at [www.toastmasters.org/districtleadertoolkit](http://www.toastmasters.org/districtleadertoolkit).



## Relationship Visits

A relationship visit is a planned meeting between a Toastmasters representative (usually an experienced district leader, international director, region advisor, or international officer) and a high-ranking official of a corporation or organization that sponsors a Toastmasters group. Sponsorship could include paying all or part of the membership dues or fees, providing meeting space, allowing employees to attend meetings during work hours or integrate Toastmasters into the organization's training program.

### What is the purpose?

The purpose of the visit is to reinforce the relationship between Toastmasters and the sponsor. Many sponsored Toastmasters clubs report that they are not officially recognized as staff development and may even be viewed as a social club. The visit should:

- ▶ Enhance the sponsor's understanding of how staff membership in Toastmasters contributes to their organization's overall success.
  - During this visit, the Toastmasters representative should reinforce how the Toastmasters program directly benefits the sponsoring organization. Use the **Features, Benefits and Value chart** as a resource to guide your comments.
- ▶ Enhance the sponsor's understanding of the communication and leadership skills individuals gain from the Toastmasters program.
  - Make sure that you fully understand the nature of the organization so that your comments are appropriate to its structure and culture. The district team should conduct this research with the assistance of the on-site club.
- ▶ Reaffirm the organization's high-level support for Toastmasters.
  - Based on the discussion of the **features, benefits and value** of the Toastmasters program, the Toastmasters representative should express Toastmasters International's gratitude for the sponsoring organization's continued support.

It may also be appropriate to ask for suggested improvements to the Toastmasters program or to inquire about other ways Toastmasters can help the organization. Direct email responses to [corporaterelations@toastmasters.org](mailto:corporaterelations@toastmasters.org).

## Recognition Visits

A recognition visit is a planned meeting between a Toastmasters representative (an experienced district leader and a region advisor, international director or international officer) and a high-ranking official of a corporation or organization that sponsors a Toastmasters club. Sponsorship could include paying all or part of the membership dues or fees, providing meeting space, allowing employees to attend meetings during work hours, or integrate Toastmasters into the organization's training program.

### What is the purpose?

The purpose of the recognition visit is to reinforce the relationship between Toastmasters and the sponsor by providing tangible recognition of Toastmasters International's appreciation of the sponsoring organization's support. The visit should:

- ▶ Reaffirm the organization's high-level support for Toastmasters.
- ▶ Provide the organization with tangible recognition of Toastmasters International's appreciation for its support.
- ▶ Create positive public relations after the event:
  - In the sponsoring organization's publication or website
  - In the local media
  - In local Toastmasters publications

Be sure to select an appropriate Toastmasters sponsor. The sponsoring association to be recognized should meet the following criteria:

- ▶ Supports more than one Toastmasters club, whether locally, regionally, nationally or internationally
- ▶ Have the potential to sponsor more clubs
- ▶ Have a high profile in the community, such as a major employer or a local government agency



### Show Appreciation

To demonstrate Toastmasters' appreciation during a recognition visit, present the specially designed Corporate Recognition Award, which reads:

**Toastmasters International recognizes [Corporation/Organization name] for enhancing employee engagement through continuing support of Toastmasters' Communication and Leadership programs [month and year].**

Each region advisor, international officer or district leader is authorized to request up to two awards per district visit. Please note that although the district officer may order the awards, an international officer, international director or the region advisor must be in attendance to present the award. Requests for the Corporate Recognition Award need to be submitted **at least four weeks prior to the scheduled recognition visit** via email to [corporaterelations@toastmasters.org](mailto:corporaterelations@toastmasters.org). Please include the following information in your request:

- ▶ Exact name of the sponsoring corporation/organization (as it will appear on the award, not individual or club names)
- ▶ Date of recognition visit
- ▶ Name, member ID, and address to which the award should be sent
- ▶ Name of the individual presenting the award

At an appropriate moment near the end of the visit, present the award to the proper sponsor representative. Note that the award recognizes the sponsoring organization, not the individual, and is meant to be displayed in a public place, perhaps in the sponsor's lobby where it can be seen by employees and visitors.

### **Generate subsequent publicity after the event in the sponsoring organization's publication or website, in the local media and in local Toastmasters publications**

Take good quality photographs of the award presentation. For publication purposes, the best photo will likely be of the highest ranking officials from both Toastmasters and the sponsoring organization. Make the photo available to the sponsoring organization's public relations personnel, along with suggested text that commemorates the event.

### **What comes next?**

Follow-up. Make sure to follow-up after each visit with a hand-written thank-you letter that confirms Toastmasters' appreciation for the sponsor's continuing support.

Note that these visits count toward the five marketing visits required for international director and International President visits.

Districts must arrange these visits in advance and coordinate early arrival of the region advisor, international director or international officer to allow time for the visits.



## **TOASTMASTERS INTERNATIONAL**

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