



TOASTMASTERS
INTERNATIONAL



**WHERE LEADERS
ARE MADE**

HOW TO BE A DISTINGUISHED CLUB

The Successful Club Series

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TOASTMASTERS INTERNATIONAL

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www.toastmasters.org/members

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**WHERE LEADERS
ARE MADE**

THE SUCCESSFUL CLUB SERIES

Toastmasters International's *The Successful Club Series* is a set of presentations addressing the subject of quality club meetings. Members will learn about the skills and standards they must strive to achieve for their club to be successful.

Most presentations in *The Successful Club Series* may be offered by any club member and require 10 to 15 minutes to present.

CONDUCTING THE PROGRAM

"How to be a Distinguished Club" discusses the importance and benefits of becoming Distinguished through club planning, goal-setting, goal achievement, and recognition. This product consists of four parts:

- ▶ Definition and explanation of the presentation
- ▶ Guidelines for your introduction to the audience
- ▶ Outline for the development of your speech
- ▶ CD of a PowerPoint presentation to be viewed along with your speech

In Your Own Words

The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material in your own words and with your own narrative style. The outline is a structure on which to build your presentation. Use the points of the outline to develop your speech, but be the author of your own oration.

Here are some tips on using this outline to develop and deliver your presentation:

- ▶ Study the outline in this manual carefully. Familiarize yourself with the general structure. Preparation is the key to a successful presentation.
- ▶ Use the outline to build your own speech using your own words. Prepare a set of notes indicating where you wish to pause, gesture, or add special verbal emphasis. Highlight key words or sentences to help you present the material most effectively.
- ▶ Be expressive when delivering your speech. Use all of the presentation skills you have learned as a Toastmaster, including vocal variety and gestures.

USING VISUAL AIDS EFFECTIVELY

Visual aids add interest to any presentation and help your audience retain information. You are encouraged to use them. If you plan to use the PowerPoint slides for this presentation as visual aids, you will need a data projector, a laptop computer, a table to support them, and a screen for viewing. In the outline, there are indications for placement of the PowerPoint slides. Each is numbered. For example, V 1 refers to the first visual.

Please note that the first slide in the PowerPoint show is a title slide and is not included in this numbering system.

If you cannot arrange for projection equipment but still would like to use visuals, you may copy the material on the visuals onto a flipchart. Do this before the presentation. Use a heavy marking pen that does not seep through the paper, and write on every third or fourth page so succeeding visuals will not show through. Also, make your letters large and heavy with plenty of space between them.

Follow these tips when using visual aids:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners. Place your projector so it projects a large, high, undistorted image on the screen. Focus the image.
- ▶ Bring spare equipment, including a projector bulb, extension cord, extra marking pens, etc.
- ▶ Display your visuals only when they are needed. If you are using a flipchart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flipchart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. Do not talk to the screen or flipchart. If you must turn your back to point out something, pause as you point it out, and then resume speaking only after you are once again facing your audience.

EVALUATION AND ADVANCED AWARDS

Because this is an outlined presentation, for presenting it you will not receive credit toward completing a manual speech project, but you may receive credit toward your Advanced Leader Bronze (ALB) or Advanced Communicator Silver (ACS) award. Ask your vice president education to assign an evaluator for your presentation.

Conducting any two presentations from *The Successful Club Series* and/or *The Leadership Excellence Series* is one component of qualification for ALB recognition. Conducting any two presentations from *The Better Speaker Series* and/or *The Successful Club Series* is one component of qualification for ACS recognition. For further details, please view the Toastmasters International website: www.toastmasters.org/membereducation.

HOW TO BE A DISTINGUISHED CLUB

Introducing the Presenter

TIPS FOR THE PRESENTER: WRITE YOUR INTRODUCTION

All prepared speeches in Toastmasters require an introduction. A proper introduction of you and your speech is important to the success of your presentation. Use the following as a guide in writing your introduction:

- ▶ Include the purpose of *The Successful Club Series*.
- ▶ Explain why “How to Be a Distinguished Club” is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Incorporate some background about yourself.
- ▶ Read *When You’re the Introducer* (Item 1167E) for further details on giving a proper introduction.
- ▶ Give your finished introduction to the person who will be introducing you.

TIPS FOR THE INTRODUCER

- ▶ Ask the presenter any clarifying questions.
- ▶ Rehearse the introduction.

HOW TO BE A DISTINGUISHED CLUB

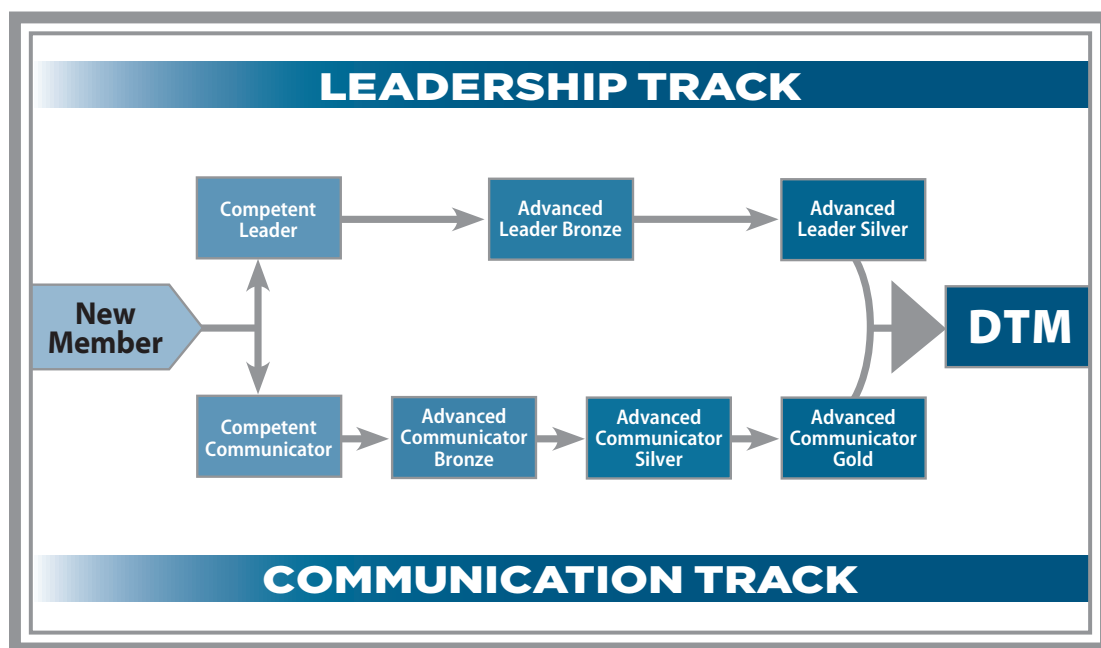
Outline

The club's purpose is to provide an environment in which each member can achieve his or her goals. When a club offers plenty of speaking opportunities, helpful speech evaluations, and enough members to conduct the program, the member's personal learning goals are achieved.

Just as each member has his or her own goals, the club, likewise, has goals to accomplish. When each member strives to reach these objectives, the purpose of the club is fulfilled and the member experience is enriched.

CLUB GOALS

Two important areas of achievement for any club are educational awards and membership growth. The numbers for educational awards issued to members determine a club's success in helping its members learn not only speaking skills but leadership skills as well.



MEMBERSHIP GROWTH:

Membership turnover is unavoidable as members move, change jobs, or encounter other situations that take them away from the club. A club must continually strive to bring in new members to combat this natural turnover, to provide a stronger leadership base, and to bring a flow of fresh new ideas and personalities.

At year-end (June 30), a club should have at least 20 members OR a **net growth** of at least five new members.

10 CLUB GOALS

V3

- Two CCs
- Two more CCs
- One ACB, ACS, or ACG
- One more ACB, ACS, or ACG
- One CL, ALB, ALS, or DTM
- One more CL, ALB, ALS, or DTM

V4

- Four new members
- Four more new members
- Minimum of 4 club officers trained during each of two training periods
- Submit April or October renewal and officer list on time

V5

RECOGNITION

Each year Toastmasters International tracks each club's progress toward these goals through the Distinguished Club Program. The Distinguished Club Program runs from July 1 through June 30. At the end of the year (June 30) World Headquarters recognizes each club depending upon the number of goals a club has achieved and the number of members a club has.

The Distinguished Club Program achievements are as follows:

DISTINGUISHED

5 out of 10
Goals Achieved

**SELECT
DISTINGUISHED**

7 out of 10
Goals Achieved

**PRESIDENT'S
DISTINGUISHED**

9 out of 10
Goals Achieved

To help track the progress of each club, World Headquarters posts updated reports each week at www.toastmasters.org/members and sends quarterly e-mails to club presidents and vice presidents education reminding them to check the club's progress.

V6

THE DISTINGUISHED CLUB PROGRAM AND CLUB SUCCESS PLAN

Like any program, there are rules. Each year Toastmasters International sends a manual to each club that explains the goals, the rules to be followed, and the Club Success Plan for the club to complete and follow. The manual is also available as a free PDF download at www.toastmasters.org/DCP.

Presenter:

Display The Distinguished Club Program and Club Success Plan manual (Item 1111) and circulate it so members may review it.

CLUB SUCCESS PLAN

It's not enough to just set goals. A plan must be developed to achieve the goals, monitor progress and, if necessary, alter strategies to accomplish the Distinguished Club Program aim.

The Distinguished Club Program manual includes a planning document called the Club Success Plan that makes it easy for a club to do all of these things. The plan:

- ▶ Lists the 10 goals just discussed.
- ▶ Helps determine how a club can meet the 10 goals.
- ▶ Allows a club to set additional goals.
- ▶ Outlines strategies for achieving goals.
- ▶ Identifies resources a club may use to help achieve goals.
- ▶ Has additional space to write in assignments, develop a timetable, and track accomplishments.

MOTIVATION

What's In It for Me?

Why is it important that your club becomes Distinguished? Distinguished is the standard of excellence. By achieving the standard of excellence, a club can improve quality and maintain value that causes each member to thrive, grow, and succeed. Every club should be a Distinguished Club year after year; that means it is helping its members to attain their goals. Remember, a healthy club has healthy members.

CONCLUSION

To attain Distinguished status, every member must do his or her part to:

- ▶ Find new members
- ▶ Achieve educational awards
- ▶ Be trained as a club officer
- ▶ Hold elections in May (and November for clubs electing semiannually) so officer lists can be submitted by the June 30 (and December 31 for clubs electing semiannually) deadline.

When a club participates in the Distinguished Club Program and achieves Distinguished recognition, everyone benefits.

- ▶ New members = New ideas
- ▶ New members = New personalities
- ▶ Educational growth = Improved speaking
- ▶ Educational growth = Improved leadership
- ▶ Distinguished = Recognition

V7

V8

V9

V10

Evaluation Guide

Evaluator's Name _____

Presentation Title _____ Date _____

- ▶ How effective was the speaker's introduction in helping the audience understand the purpose of *The Successful Club Series* and the presentation itself?

- ▶ Was the presenter adequately prepared? How heavily did the presenter rely on notes?

- ▶ How did the speaker use vocal variety to enhance this presentation?

- ▶ What other techniques did the speaker use to personalize and augment the presentation? Were they effective? How?

- ▶ Did the speaker display the visuals smoothly and at the appropriate times? How could the speaker improve?

- ▶ What aspect of the speaker's presentation style did you find unique? Why?

- ▶ Did the speaker present the material clearly and simply so audience members could easily use the information to improve their own skills?

- ▶ What could the speaker have done differently to make the presentation more effective?

- ▶ What did you like about the presentation?



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