

The Distinguished Club Program

A successful Toastmasters club is one that has a healthy, active membership and helps its members achieve their educational goals. The Distinguished Club Program is designed to promote achievement in the areas most critical to a club's success: educational achievements, membership and club building, club leadership and club communication.

A club that is successful in these areas is awarded the designation Distinguished Club.

All clubs are automatically considered in the Distinguished Club Program, which begins July 1 and ends the following June 30. There are no forms to complete and submit to enter the program. Progress is tracked by computer at World Headquarters based on information submitted by your club. Your club will receive feedback on its accomplishments several times during the year.

PLAN FOR SUCCESS

The Distinguished Club Program is an opportunity for your club to be recognized for its efforts during the year. It's also an opportunity for your club's officers and members to develop leadership skills that they can use in all aspects of their lives. By actively participating in the Distinguished Club Program, members can develop and practice these important leadership skills:

1. Goal setting
2. Planning
3. Team building and motivation
4. Monitoring progress
5. Recognition for accomplishment

Enclosed is a simple planning tool called the Club Success Plan, designed to promote leadership development and help your club achieve in the Distinguished Club Program (see page 11). The plan outlines the criteria on which your club should focus and includes strategies and resources your club can use to achieve goals. It enables your club to plan its activities for the year and to track progress. It's an ideal leadership tool.

ELIGIBILITY

Clubs of all sizes have equal opportunity for recognition, since clubs are eligible for recognition based on the size of their membership at

the beginning of the year. There are four basic membership categories:

- Clubs with fewer than 20 members
- Clubs with 20 to 29 members
- Clubs with 30 to 39 members
- Clubs with 40 or more members

Your club's membership category is determined at the beginning of the program year (July 1). It is based on the April 1989 semiannual report, plus any new members added between April and June 30, 1989, with later adjustments for members who pay their April 1989 semiannual dues late. For example, suppose your club submitted in April a semiannual report for 17 members. In June it submits two new member applications to World Headquarters. This brings your club's total membership to 19 on June 30.

Thus, your club is placed in the "Clubs with fewer than 20 Members" category for the 1989-1990 program year. In August your club submits dues for three members for the April-September semiannual period. These people had been members for several years, but simply did not pay their dues on time. Your club's membership base will be adjusted for these late-paying members. The three additional members raise the total membership to 22, which places your club in the second membership category, "Clubs with 20 to 29 Members" for the year.

All clubs must be at charter strength (20 members) at year-end to be eligible for recognition.

For example, a club with a membership base of 17 on July 1 must have at least 20 members by the following June 30 to be eligible for recognition. Likewise, a club that has 34 members on July 1 but has only 18 by the following June 30 is not eligible for recognition.

Clubs can add as many new members as they like during the year without changing their category. For example, a club that has 22 members on July 1 can add 10 new members (not late-paying current members) during the year, but it will still be considered in the "Clubs with 20 to 29 Members" category at the end of the year when recognition is determined.

CLUB SUCCESS CRITERIA

All Toastmasters clubs should focus on helping members complete the basic and advanced Communication and Leadership manuals, con-

ducting Success/Leadership and Youth Leadership programs, attracting new members and retaining current ones, building new clubs, participating in training and other activities outside of the club, and submitting the necessary paperwork to keep the members and the club in good standing. Distinguished Club recognition is based on such accomplishments. Your club receives points for each accomplishment; World Headquarters calculates the points earned in the program based on information received from your club during the year.

Following are the accomplishments and the points your club will earn for each:

| EDUCATIONAL ACHIEVEMENT | RECOGNITION POINTS |
|---|---------------------------|
| Members receiving CTM awards | 750/ea |
| Members receiving ATM, ATM Bronze and ATM Silver awards | 600/ea |
| Members receiving DTM awards | 500/ea |
| Success/Leadership Programs conducted and registered with World Headquarters | 150/ea |
| Youth Leadership Programs conducted and registered with World Headquarters | 100/ea |
| Speechcraft Programs conducted and registered with World Headquarters | 250/ea |
| MEMBERSHIP AND CLUB BUILDING | |
| New members joining your club | 200/ea |
| Club serving as club sponsor | 300 |
| Members serving as club sponsors | 300/ea |
| Members serving as club specialists | 400/ea |
| Members serving as club mentors | 300/ea |
| Seventy-five percent of members retained from one semi-annual report to the next | 750/ea |
| Bonus: 10 points per each percentage point over 75 (maximum 250 bonus points for a total of 1000 possible points) | |
| CLUB LEADERSHIP | |
| Members currently holding district office | 100/ea |
| Club officers trained by district | 300/ea |
| Club casts votes at Annual Business Meeting (by member or by proxy) | 50 |
| CLUB COMMUNICATION | |
| Club Officer lists submitted on time (maximum 300 points per year) | 150/ea |
| Semiannual reports submitted on time (maximum 400 points per year) | 200/ea |
| Club bulletin submitted for Top Ten Bulletin Contest | 300 |

RULES FOR PARTICIPATION

1. Only clubs with 20 or more members at the end of the program year (June 30) are eligible for recognition.

2. Only members in good standing (those whose dues for the current semiannual period has been received at World Headquarters and whose names appear on the club membership roster) can receive points for accomplishments.

3. Clubs may receive points for only one type of educational award per member per year. For example, Bill Smith receives a CTM award in July. His club receives 750 points for this award. Later in the year, he earns an ATM, ATM Bronze, ATM Silver and DTM award. His club receives points for these, too. But if he also earns a second CTM, ATM, ATM Bronze, ATM Silver and/or DTM award during the program year, his club will not receive points for them. This encourages all members to progress in the educational program, not just a few.

A club will receive 750 points for each CTM award, 600 points for each ATM, ATM Bronze and/or ATM Silver award, and 500 points for each DTM award.

For clubs to receive points for educational awards for the 1989-1990 program, all award applications must be postmarked on or before June 30, 1990 and received at World Headquarters no later than 5 pm PT July 7, 1990.

4. A Success/Leadership, Youth Leadership or Speechcraft Program conducted by one coordinator and involving five or more participants is considered as a single program and must be registered as such with World Headquarters.

For example, a club conducts a Speechcraft for 15 people with Janet Jones as coordinator. Janet must register one program for 15 people, not three programs with five participants each.

Only the coordinator and the club of which he or she is a member are eligible for points in the Distinguished Club Program and for credit toward the ATM Bronze or DTM award.

Clubs will receive 150 points for each registered Success/Leadership Program, 100 points for each registered Youth Leadership Program, and 250 points for each registered Speechcraft Program.

For clubs to receive points for the 1989-1990 Distinguished Club Program, registrations must be postmarked on or before June 30, 1990 and received at World Headquarters no later than 5 pm PT July 7, 1990.

5. Clubs will receive 200 points for each new member. To receive points for new members, clubs must submit to World Headquarters a Form 400 membership application and dues for each new member joining during the program year. New, dual and reinstated members qualify for points; transfer and charter members do not. Membership applications must be postmarked on or before June 30, 1990 and received at World Headquarters no later than 5 pm PT July 7, 1990 for your club to receive points for the 1989-1990 program year.

6. Clubs will receive 300 points for each new club it sponsors. For a club to receive points, the club should conduct a demonstration meeting or Speechcraft for the prospective club and provide constant support as it organizes. The sponsoring club's name and/or number must appear as sponsoring club on the Application to Organize.

Points are awarded only when the new club charters.

7. Clubs will receive 300 points for each member serving as a club mentor. For a club to receive points, the mentor must be appointed by the district governor and the name should appear on the Application to Organize (Form 5). Points are awarded only when the new club charters.

Clubs can receive 300 points for each member serving as a club sponsor. Clubs can receive points for up to two sponsors per new club, providing the sponsors' names appear on the Application to Organize. Points are awarded only when the new club charters.

Clubs can receive 400 points for each member serving as a club specialist. For a club to receive points, the member must be appointed by the district governor and the appointment form on file at World Headquarters. Term of service must have been successfully completed during the program year. Contact your district governor for details.

8. Membership retention is vital to the Toastmasters program and clubs will be rewarded for retaining members from one semiannual period to the next. The retention percentage is determined by dividing the number of semiannual payments received for the current period by the number of payments from the previous period. Points for the October-March semiannual period will be determined after the close of the period (March 31). Points for the April-September semiannual period will be determined after the close of the Distinguished Club Program year (June

30). Clubs which charter during a semiannual period must wait until the following semiannual period to determine retention percentage.

For example, for the October-March semiannual period, a club had 28 members pay semiannual dues and added two new members. The club then had a total of 30 members for the October period. On the club's April-September semiannual report, only 24 of the 30 members paid semiannual dues. Thus, the retention percentage is 80 (24 divided by 30).

Points awarded for retention percentage will be calculated twice during the Distinguished Club Program year. Clubs will receive 750 points for retaining 75 percent of their members each time retention is determined; clubs retaining less than 75 percent of their members are not eligible for points. Clubs retaining more than 75 percent of their members will receive 10 additional points for each percentage point over 75 percent. For example, a club that retains 80 percent of its members will receive 50 extra points. Clubs can receive a maximum of 250 extra points, for a total of 1000 possible points for retention. Should fractions of percentages occur, the percentage will be rounded downward to the nearest whole number when points are calculated.

9. Clubs will receive 100 points for each member serving as a district officer (district governor, any lieutenant governor, secretary, treasurer or area governor) during the current program year. These members' names must appear on the district officer lists submitted to World Headquarters by the district.

10. Clubs will receive 300 points for each club officer (president, educational vice president, administrative vice president, secretary, treasurer or sergeant at arms) trained in his/her responsibilities only if the officer attended and fully participated in a district sponsored training session. Clubs may receive points for a maximum of two training sessions per Distinguished Club year, with a maximum of six officers each session (1800 points per training session, maximum 3600 points per year). Points are not awarded for non-officers attending in place of elected officers. Clubs electing officers annually must have their officers attend two training sessions during the program year to qualify for the maximum points.

Club officers attending a training session are responsible for giving the person conducting the training session a paper listing their names, offices, club numbers and date of training

session attended. Districts will in turn submit these to World Headquarters. Lists must be postmarked on or before June 30, 1990 and received at World Headquarters no later than 5 pm PT July 7, 1990 for the club to receive points for the 1989-1990 Distinguished Club Program.

11. A club will receive 50 points when its proxy is exchanged for ballots for voting at the Annual Business Meeting held during the International Convention each August.

In March, all clubs in good standing receive Credential or Proxy Certificates to cast their clubs' votes at the Regional Conference (if the club is located within a Region) and at the Annual Business Meeting held during the International Convention.

A club's proxy may be exchanged for ballots in the Credentials Room at the International Convention by the club president, a delegate from the club, a member of another club who will act as the club's proxy, or by the district governor, if the club names him/her as its proxy.

Points are awarded when the proxy card is exchanged for ballots at the Annual Business Meeting; no points are awarded for use of the proxy card at the Regional Conference. You are, however, strongly encouraged to exercise your club's voting privilege at the Regional level.

12. Clubs will receive points for submitting their officer lists to World Headquarters by specific dates. For clubs that elect officers annually and semiannually, World Headquarters must receive officer lists on or before 5 pm PT December 31. For those that elect semiannually, World Headquarters must receive lists on or before 5 pm PT June 30. Clubs electing officers semiannually may receive 150 points for each officer list submitted on time; clubs electing annually may receive 300 points for submitting their officer lists on time.

Toastmasters' Club Constitution and Bylaws states that clubs must elect annually or semiannually. Annual terms are from January through December. Semiannual terms run from January through June and July through December. Clubs that elect officers contrary to this schedule are not eligible for points for submitting their club officer lists.

13. Clubs will receive 200 points for each semiannual report submitted on time. For example, a club will receive 200 points when its October-March semiannual report is received at World Headquarters on or before 5 pm PT October 10, and 200 points when its April-September semiannual report is received at World Head-

quarters on or before 5 pm PT April 10. This applies only to semiannual reports that are sufficiently completed and able to be processed by World Headquarters.

14. Clubs will receive 300 points for submitting to World Headquarters three different issues of their club bulletins and a letter asking for consideration in the Top Ten Bulletin Awards program. The bulletins and letter must be received at World Headquarters on or before 5 pm PT April 25, 1990 to be eligible for the competition and for the club to receive points in the Distinguished Club Program.

15. Some Toastmasters clubs do not belong to districts. Undistricted clubs may qualify in any of the Distinguished Club categories by 300 points less than those designated.

16. No exceptions will be made to the requirements and to the deadline dates. World Headquarters is not responsible for late or inaccurate information submitted on documents. No changes will be made after documents are received at World Headquarters.

PROGRESS REPORTS

Regular feedback is an important part of any recognition program. When you are working toward a goal, you need to know how you are progressing. Your club will receive progress reports as follows:

SEPTEMBER Your club president will receive a progress report in the semiannual report mailing from World Headquarters. The report will give your membership base and category, current membership, points earned from July 1 through August 31, the club's ranking in its category, and the point total of the top club in the category. Also included will be a report of your club members' accomplishments during the previous year. You are encouraged to use this report to plan for the coming year.

JANUARY Your club's treasurer will receive a summary of your club's point totals, current membership and the point total of the top club to date in your club's membership category. The report will be included in the quarterly financial statement sent to your club and will include all points

earned from July 1 through December 31 and your club's ranking in its category.

MARCH

The semiannual report mailing to club presidents will include a summary of your club's point totals in each category from July 1 through February 28, current membership, the point total of the top club to date in your Club's membership category, and your club's ranking in the program.

JULY

Following the June 30 close date, and after all data received has been processed, your club president will be sent a final report listing the club's year end point total, the point totals of the Top Five clubs in the membership category and your club's final ranking.

In addition, your district governor will receive each month a report showing the point totals of all clubs in the district. If you want this updated information, contact your district governor; do not contact World Headquarters.

SAMPLE REPORT

Following is a sample report with explanations of various information shown. You can use this

| CLUB CATEGORY: BETWEEN 38-39 | | MEMBERSHIP BASE: 30 | | |
|--|------------------|---------------------|-------------------|--------|
| DIST 99 | CLUB 888 | ACCOMPLISHMENTS | | |
| CATEGORIES | POINTS PER AWARD | NUMBER OF AWARDS | % OF TOTAL POINTS | POINTS |
| CTM | 750 | 2 | 28.6 % | 1500 |
| ATM | 600 | 1 | 11.5 % | 600 |
| OTR | 500 | 1 | 7.5 % | 500 |
| SUCCESS LEADERSHIP | 150 | 5 | 14.3 % | 750 |
| YOUTH LEADERSHIP | 100 | 2 | 3.8 % | 200 |
| SPEECHWRT | 250 | 1 | 4.9 % | 250 |
| NEW MEMBERS | 200 | 2 | 7.8 % | 400 |
| CLUB SPMON/MENTOR | 300 | 0 | 0 % | 0 |
| CLUB SPECIALIST | 400 | 0 | 0 % | 0 |
| DISTRICT OFFICERS | 100 | 2 | 3.8 % | 200 |
| CLUB OFFICERS TRAINED | 500 | 0 | 0 % | 0 |
| OCTOBER MEMBER RETENTION | 750 | 94 % | 14.8 % | 940 |
| APRIL MEMBER RETENTION | 750 | 0 % | 0 % | 0 |
| ---BARLETED ON LINE--- | | | | |
| OCTOBER SEMI | 200 | NO | 0 % | 0 |
| APRIL SEMI | 200 | NO | 0 % | 0 |
| CLUB BULLETIN | 500 | NO | 0 % | 0 |
| PROXIES | 750 | NO | 0 % | 0 |
| JAN. CLUB OFFICER LIST | 150 | NO | 0 % | 0 |
| JULY CLUB OFFICER LIST | 150 | NO | 0 % | 0 |
| | | | TOTAL POINTS: | 5240 |
| | | | CLUB RANK: | 15 |
| POINT TOTAL OF TOP CLUB IN CATEGORY: | | | | 18000 |
| ** YOUR CLUB CURRENTLY HAS 34 MEMBERS. ONLY CLUBS WITH 20 OR MORE MEMBERS AT JULY 31ST ARE ELIGIBLE FOR RECOGNITION. | | | | |
| ---PROGRESS REPORTS--- | | | | |
| MONTH | | SENT TO | | |
| SEPTEMBER | CLUB PRESIDENT | | | |
| OCTOBER | CLUB PRESIDENT | | | |
| NOVEMBER | CLUB PRESIDENT | | | |
| JULY | CLUB PRESIDENT | | | |
| CONTACT YOUR DISTRICT FOR MONTHLY UPDATES. | | | | |

as a guide when you receive your club's report.

The heading at the top of the page indicates the report period, in this case, July 1, 1988 though December 31, 1988.

"Club Category" is the membership category to which your club belongs. In this case, the club is in the "30 to 39 members" category.

"Membership Base" is the number of members your club had at the beginning of the program year (July 1). It is based on the April semiannual report, plus any new members added between April and June 30, with later adjustments for members who pay their April semiannual dues late.

"Categories" are the areas in which points may be earned.

"Points per Award" shows how many points a club may earn for each accomplishment.

"Number of Awards" shows the number of accomplishments the club has had in the report period.

"% of Total Points" shows how much of the club's total points were achieved in each area.

"Points" shows the total points earned by the club in that area for the report period.

Following are explanations for each category.

"CTM" shows the number of CTM awards received by members of the club. The sample shows that two CTMs were issued for a total of 1500 points, 28.6 percent of the total points earned by the club to date.

"ATM" shows the number of ATM, ATM Bronze and ATM Silver awards received by club members. The sample shows one award for 600 points, 11.5 percent of the total points earned by the club to date.

"DTM" indicates the number of DTM awards received by club members. The sample shows one award for 500 points, 9.5 percent of the total points earned by the club to date.

"Success/Leadership" shows the number of Success/Leadership programs conducted and registered by the club. This report shows five Success/Leadership modules were conducted and registered, for a total of 750 points to date, 14.3 percent of the club's total points.

"Youth Leadership" indicates the number of Youth Leadership programs conducted and registered by the club. This report shows two Youth Leadership Programs were conducted and registered, for a total of 200 points, 3.8 percent of the club's total points to date.

"Speechcraft" indicates the number of Speechcraft programs conducted and registered by the club. This report shows one Speechcraft program was conducted and registered, for a total of 250 points, 4.8 percent of the club's total points to date.

"New Members" shows the number of new members joining the club since July 1. This figure is based on the membership applications and dues submitted by your club to World Headquarters. Only new, dual and reinstated members qualify for points.

"Club Sponsor/Mentor" shows the number of new clubs the club has sponsored, a member has sponsored or for which a member has served as mentor. In the sample, the club has not served as sponsor nor have any members served as sponsors or mentors for a new club.

"Club Specialist" indicates the number of members who have served as club specialists, successfully rebuilding a club. In the sample, no member has successfully served as a club specialist.

"District Officers" indicates the number of members currently serving as district officers (district governor, any lieutenant governor, area governor, secretary or treasurer). The sample shows that two club members currently are serving as district officers for a total of 200 points, 3.8 percent of the total points earned by the club to date.

"Club Officers Trained" indicates the number of club officers who attended and participated in a district-sponsored training session. In the sample, no club officers attended a training session.

"October Member Retention" is the number of members retained for the October-March semiannual period. Final point calculations for this period will be determined after the close of the period (March 31). However, points will be estimated on the July 1-December 31 report based on information obtained from the October semiannual report submitted by the club. This number may fluctuate depending on late semiannual payments, etc. These figures also include any bonus points earned by having retained more than 75 percent of the members from the previous semiannual period. In the sample, the club retained 84 percent of its members from the previous semiannual report. Thus, the club is entitled to 750 points for retaining 75 percent of its members, plus 10 points for each percentage point over 75 percent (for a maximum of 250 bonus points and 1000 possible

points for retention). Thus, the club will receive 90 bonus points for a total of 840 points for October member retention. However, this is only an estimate; final point calculations in this category will be made after March 31. Had the club retained less than 75 percent of its members, the percentage still would appear in the "number of awards" column, but zeros would appear in the "% of Total Points" and "Points" columns.

"April Member Retention" is the number of members retained for the April-October semiannual period. Final point calculations for this period will be determined after the close of the Distinguished Club Program year (June 30). In the sample, the club has not yet earned any points in this category. The club will receive 750 points for retaining 75 percent of its members, plus 10 additional points for each percentage point over 75 percent for a maximum of 250 bonus points and 1000 possible points for retention.

"Submitted on Time" indicates that the following items must be submitted by specific deadlines during the year for the club to receive points.

"October semi" indicates whether the club's October-March semiannual report was received at World Headquarters on or before October 10 and was complete enough that World Headquarters could process it. If the report was not received by October 10 or was received by October 10 but was incomplete and could not be processed by World Headquarters, NO will appear in the "Number of awards" column and no points will be awarded. If the report was received by October 10 and was complete enough to be processed by World Headquarters, YES will appear in the "Number of Awards" column and 200 will appear in the "Points" column.

"April Semi" indicates whether the club's April-September semiannual report was received at World Headquarters on or before April 10 and was complete enough that World Headquarters could process it. If the report was not received by April 10 or was received by April 10 but was incomplete and could not be processed by World Headquarters, NO will appear in the "Number of Awards" column and no points will be awarded. If the report was received by April 10 and was complete enough to be processed by World Headquarters, YES will appear in the "Number of Awards" column and 200 will appear in the "Points" column.

"Club Bulletin" indicates whether the club's bulletin was submitted to World Headquarters for the Top Ten Club Bulletin contest. If the club's entry was received at World Headquarters on or before the April 25 deadline, YES will appear in the "Number of Awards" column and 300 will appear in the "Points" column. If the entry was not received at World Headquarters by the April 25 deadline, NO will appear in the "Number of Awards" column and no points will be awarded.

"Proxies" indicates whether the club exchanged its proxy for ballots for voting at the Annual Business Meeting held during the International Convention each August. If the club exchanged its proxy for ballots, YES will appear in the "Number of Awards" column and 50 will appear in the "Points" column. If the club did not exchange its proxy for ballots, NO will appear in the "Number of Awards" column and no points will be awarded.

"Jan. Club Officer List" indicates whether the club's officer list was received at World Headquarters on or before December 31. For clubs that elect annually and meet the deadline, YES will appear in the "Number of Awards" column and 300 will appear in the "Points" column. For clubs that elect semiannually and meet the deadline, YES will appear in the "Number of Awards" column and 150 will appear in the "Points" column. For annual and semiannual clubs that do not meet the deadline, NO will appear in the "Number of Awards" column and no points will be awarded.

"July Club Officer List" appears only when a club elects officers semiannually and indicates whether the club's midyear officer list was received at World Headquarters on or before the June 30 deadline. When the club's officer list was received by the deadline, YES will appear in the "Number of Awards" column and 150 will appear in the "Points" column. If the officer list was not received by the deadline, NO will appear in the "Number of Awards" column and no points will be awarded.

"Total Points" indicates the total points the club has earned in all categories at the end of the report period. In the sample, the club had earned 5240 points at the end of the report period. **"Club Rank"** shows where the club ranks in its club category. In the sample, the club ranks 15 in the "30 to 39 Members" category. **"Point Total of Top Club in Category"** shows what the top club in the club's category

has earned; in this case, the top club in the "30 to 39 Members" category has 10,500 points.

Below this information is a notice that tells the total membership of your club at the end of the report period (in the sample, the club has 34 members) and a reminder that only clubs with 20 or more members at June 30th are eligible for recognition. Following this notice is a schedule showing when and to whom the next progress reports will be sent, and a reminder to contact your district officer for monthly updates on your club's progress.

RECOGNITION

Clubs that achieve in the areas of education, membership and club building, club leadership and club communication will be recognized for their efforts as follows:

| MEMBERSHIP CATEGORY | RECOGNITION LEVELS | POINTS REQUIRED |
|----------------------------------|---------------------------|-----------------|
| Clubs with fewer than 20 members | President's Club | Top Five Clubs |
| | Select Distinguished Club | 6000 or more |
| | Distinguished Club | 2500-5999 |
| Clubs with 20-29 members | President's Club | Top Five Clubs |
| | Select Distinguished Club | 6500 or more |
| | Distinguished Club | 3000-6499 |
| Clubs with 30-39 members | President's Club | Top Five Clubs |
| | Select Distinguished Club | 7000 or more |
| | Distinguished Club | 3500-6999 |
| Clubs with 40 or more members | President's Club | Top Five Clubs |
| | Select Distinguished Club | 7500 or more |
| | Distinguished Club | 4000-7499 |

Recognition will be determined by World Headquarters as soon as possible after the close of the Distinguished Club Program year. Those

clubs earning Select Distinguished Club or Distinguished Club recognition will receive a handsome ribbon for display on the club banner. These ribbons will be sent to the district governor for special presentation to the club at the district's next conference.

The five clubs in each membership category with the highest point totals will be recognized as "Top Five Clubs." A representative of each Top Five Club will be invited to attend the Hall of Fame awards ceremony held during the International Convention in August to receive a plaque, a ribbon for the club's banner, and a banner patch. Top Five Clubs also will be recognized in *The Toastmaster* magazine.

THE CLUB SUCCESS PLAN

Think of a successful business or organization. What made it successful? The answer is simple: planning. Its leaders identified goals and developed plans to achieve these goals. They established strategies to use in their efforts, and monitored progress as they employed these strategies in their day-to-day work. They altered plans and strategies as necessary to assure accomplishment of their goal. And they were successful.

Your club can succeed and earn recognition if it plans, too. The Club Success Plan can help. It

helps your club to establish goals, plans and strategies that your club can use to achieve. The Plan outlines the criteria listed earlier and identifies resources your club may use in its efforts. Finally, it has space for you to write in assignments, develop a timetable and track accomplishments. See below for an example of what a completed page of the Plan may look like.

HOW TO USE THE PLAN

The Plan is an ideal way for your club members to develop and practice the leadership skills mentioned earlier. Your club's Executive Committee should meet as soon as possible to study and plan goals based on the Club Success Plan for their term of office. The Committee should periodically review the goals and timetables to insure the Plan is being followed according to schedule. Also, the Committee should compare your club's accomplishments to those shown on the reports from World Headquarters. At the end of the year, note the club's accomplishments in the appropriate column and review the Plan for accuracy. Give the entire Plan and your comments or suggestions for improvement to incoming club officers. The Plan serves as an administrative record of your club for the year and as a guide for officers in the coming year.

CLUB SUCCESS PLAN EDUCATIONAL ACHIEVEMENTS

| ACTIVITY | GOAL | SITUATION ANALYSIS/ STRATEGY | RESOURCES | ASSIGNMENT | TIMETABLE | | ACTUAL COMPLETION | POINTS |
|--|---|--|---|---|-----------|----------|--|--------------------|
| | | | | | START | COMPLETE | | |
| Competent Toastmaster (CTM) | At least three new CTMs per year | Encourage members to complete manual projects, chart members' progress, recognize achievements. | Member Program Progress Chart (227, 227-B), [CTM Badge (340, 340-A)], [CTM Pin (5920)] | Educational Vice President is responsible for encouraging, tracking, and recognizing educational achievements. EVP Sally Smith will schedule members to speak as needed. Every new CTM receives a pin from the club. | July 1 | June 30 | 4 CTMs for the year: Jones Hill Moore Miller | 750pts 3000 |
| Able Toastmaster (ATM), including ATM Bronze, ATM Silver | At least one ATM per year | Determine which members are in a position to achieve ATM status during the year. Provide any assistance necessary. Chart progress, recognize achievements. | Advanced Member Program Progress Chart (227-A, 227-C), ATM application (1207), ATM Badge (391, 391-A), ATM Bronze and Silver Badge Attachments (391-B, -C), ATM Pin (5939), ATM Bronze and Silver Chevrons (5951, 5952) | Same as above EVP Sally Smith will schedule members to speak as needed. Every new ATM receives a pin from the club. | July 1 | June 30 | 2 ATMs for the year: Adams Long | 600pts 1200 |
| Distinguished Toastmaster (DTM) | Club to set goal based on which members could possibly achieve DTM status during the year | Same as above. Notify the district if any assistance is needed in helping members achieve goals. Recognize achievements. | DTM application (1209), DTM Badge (389, 389-A), DTM Medallion (5798), DTM Pins (5799, 5800) | Same as above EVP Sally Smith to identify potential DTMs and help them as necessary. Every new DTM receives a pin from the club. | July 1 | June 30 | None, but Tuttle will be eligible for DTM next April | 500pts 0 |

CLUB SUCCESS PLAN

EDUCATIONAL ACHIEVEMENTS

| ACTIVITY | GOAL | SITUATION ANALYSIS/ STRATEGY | RESOURCES | ASSIGNMENT | TIMETABLE | | ACTUAL COMPLETION | POINTS |
|--|---|--|---|--|-----------|----------|----------------------|---------|
| | | | | | START | COMPLETE | | |
| Competent Toastmaster (CTM) | At least three new CTMs per year | Encourage members to complete manual projects, chart members' progress, recognize achievements. | Member Program Progress Chart (227, 227-B), [CTM Badge (340, 340-A), [CTM Pin (5920)] | Educational Vice President is responsible for encouraging, tracking, and recognizing educational achievements. | | | | 750/lea |
| Able Toastmaster (ATM), including ATM Bronze, ATM Silver | At least one ATM per year | Determine which members are in a position to achieve ATM status during the year. Provide any assistance necessary. Chart progress, recognize achievements. | Advanced Member Program Progress Chart (227-A, 227-C), ATM application (1207), ATM Badge (391, 391-A), ATM Bronze and Silver Badge Attachments (391-B, -S), ATM Pin (5939), ATM Bronze and Silver Chevrons (5951, 5952) | Same as above | | | | 600/lea |
| Distinguished Toastmaster (DTM) | Club to set goal based on which members could possibly achieve DTM status during the year | Same as above. Notify the district if any assistance is needed in helping members achieve goals. Recognize achievements. | DTM application (1209), DTM Badge (389, 389-A), DTM Medallion (5798), DTM Pins (5799, 5800) | Same as above | | | | 500/lea |

EDUCATIONAL ACHIEVEMENTS (Continued)

| ACTIVITY | GOAL | SITUATION ANALYSIS/ STRATEGY | RESOURCES | ASSIGNMENT | TIMETABLE | | ACTUAL COMPLETION | POINTS |
|--------------------------|--|--|---|--|-----------|----------|----------------------|--------|
| | | | | | START | COMPLETE | | |
| Success/ Leadership | Club should register at least two Success/Leadership modules per year. | Success/Leadership modules can be used as membership or club building programs. Modules are effective training programs, especially in companies. They also provide variety in club programming. | All Success/Leadership modules: How to Conduct Productive Meetings (236), Parliamentary Procedure in Action (237), How to Listen Effectively (242), Art of Effective Evaluation (251), Building Your Thinking Power, Part I (253), Building Your Thinking Power, Part II (254), Leadership, Part I (255), and Leadership, Part II (256) | Educational Vice President to discuss with Club Executive Committee prior to planning the program. | | | | 150/ea |
| Speechcraft | At least one per year registered by the club | Speechcraft is an effective membership and club building program; a good way to introduce Toastmasters to the company or community. | Speechcraft Kit (205), Speechcraft Promotional Kit (203) | Same as above | | | | 250/ea |
| Youth Leadership Program | At least one per year registered by the club | The Youth Leadership Program is ideal for introducing Toastmasters to students. It's also an opportunity to promote Toastmasters to the community. | Youth Leadership Educational Packet (811), Youth Leadership Promotional Package (803) | Same as above | | | | 100/ea |

MEMBERSHIP AND CLUB BUILDING

| ACTIVITY | GOAL | SITUATION ANALYSIS/ STRATEGY | RESOURCES | ASSIGNMENT | TIMETABLE | | ACTUAL COMPLETION | POINTS |
|-------------------------------------|--|--|--|--|-----------|----------|----------------------|--|
| | | | | | START | COMPLETE | | |
| New Members | Add 12 new members each year | What does the Club currently do to recruit new members? Clubs must have an active membership building campaign, making use of the promotional material available from Toastmasters International. Promote the club, make guests feel welcome and ask them to join the club. Hold special "theme" meetings to draw more visitors. | Toastmasters International's and the district's membership building consultants; consult Toastmasters International Supply Catalog for extensive list of promotional material available. | Administrative Vice President, Membership Committee to spearhead campaign; all members should recruit new members. | | | | 200/ea |
| Club Sponsors and Mentors | Sponsor one new club each year | Share the benefits of Toastmasters by helping others form a new club. Credit given for sponsoring club, serving as an individual Club Sponsor or serving as a Mentor to the new club. | Obtain free New Club Information Kit from Toastmasters International. Check the Supply Catalog for additional club building aids. | Administrative Vice President, Club Community Contact Team or Marketing Committee working in conjunction with district officers. | | | | 300/ea |
| Members serving as Club Specialists | One successful Club Specialist per year | Successfully assist a single-digit club to grow to charter strength (20 members) by helping it sponsor a Speechcraft, Success/Leadership program or membership campaign. Draw from knowledge and experience to help club rebuild. | Club Specialist pamphlet (1158). Specialists appointed by the District Governor (and eligible for DTM credit) will be sent a complete Club Specialist Kit by World Headquarters. | Experienced members as officially appointed by District Governor | | | | 400/ea |
| Member Retention | Retain at least 75% of the club's members from one semiannual period to the next. Bonus: 10 points per each percentage point over 75%, maximum 250 bonus points for a total of 1000 possible points. | Retention begins the minute a guest walks in the door. If that guest is impressed enough to become a member, is properly oriented, formally inducted, enjoys club meetings and continues to set educational goals that member will be inclined to remain in the club. | Enjoyable meetings, good programming, supportive atmosphere, effective evaluations and Toastmasters-related goals all contribute to member satisfaction and retention. | All club officers and members | | | | 750/ea period 10/ea percentage point over 75% |

CLUB LEADERSHIP

| ACTIVITY | GOAL | SITUATION ANALYSIS/ STRATEGY | RESOURCES | ASSIGNMENT | TIMETABLE | | ACTUAL COMPLETION | POINTS |
|--|---|--|---|---|-----------|----------|----------------------|--|
| | | | | | START | COMPLETE | | |
| Members serving as a district officer (District Governor, any Lieutenant Governor, Secretary, Treasurer, Area Governor) | At least one member serving as a district officer each year | Serving as a district officer is perhaps the best leadership training opportunity offered through Toastmasters. | District Management Handbook (222), District Constitution and Bylaws (210-D), District officers | Any current or past club officer | | | | 100/ea |
| Club Officer Training (President, Educational Vice President, Ad- ministrative Vice President, Secretary, Treasurer, Sergeant at Arms) | To have every club officer attend the area, division, or district Club Officer Training Session | In order to be a strong, effective club which fulfills the needs and wants of its members, the club officers must be properly trained. Accepted nothing less than 100% attendance by the officers at the training session. | Contact Area, Division, or District Governor for schedule of training sessions. | Elected club officers to attend training. All officers attending should give their name, club number and office to the trainer. | | | | 300/ea officer, maximum 1800 points per training session, maximum 3600 points per year |
| Voting at the Annual Business Meeting at the International Convention | Cast club's proxy either in person, via the District Governor or other Toastmaster in good standing | The changes and decisions made by Toastmasters International are largely a result of the input received from the clubs. It is the responsibility of each club to vote on those changes that affect the members. | Proxies mailed to clubs mid-March by World Headquarters | | | | | 50 |

CLUB COMMUNICATIONS

| ACTIVITY | GOAL | SITUATION ANALYSIS/ STRATEGY | RESOURCES | ASSIGNMENT | TIMETABLE | | POINTS |
|---------------------------|---|---|---|--|-----------|----------|----------------------------|
| | | | | | START | COMPLETE | |
| Submit Club Officer Lists | Submit officer lists to Toastmasters International by December 31 (for clubs that elect officers annually and semi-annually) and June 30 (for those that elect semi-annually) | Toastmasters International and the district frequently mail important material to the club officers of record. It is therefore imperative that you submit any officer changes as soon as possible. Likewise, clubs must report any changes in meeting time, day, place, or a change in the club name. Name changes and a change in the city or town in which your club meets must be reported to World Headquarters on a resolution form since these are changes to your club's constitution. | Club officer report forms sent to clubs in October (for clubs that elect annually and semi-annually) and in May (for clubs that elect semi-annually). | Club President or Club Secretary responsible for submitting changes. After each election, complete the report form and mail to World Headquarters. | | | 150/ea |
| Submit Semiannual Reports | Semiannual dues and membership list must be received by World Headquarters by 5 pm PT April 10 and by 5 pm PT October 10 | Dues must be submitted promptly to ensure that members retain their active status. Only those members who pay dues to Toastmasters International are recognized as members of the club. Since continuous membership is a requirement for ATM and DTM awards, your club's failure to submit dues for members could jeopardize their status. | Semiannual report forms are mailed to club presidents of record in September and March. | Club Treasurer should begin collecting dues in early March and early September. Club President signs and submits report. | | | 200/ea (max. 400 per year) |
| Submit Club Bulletins | Club Bulletins received by World Headquarters no later than 5 pm PT April 25. | Research has shown that the strongest clubs in Toastmasters are those that communicate with their members regularly through a club bulletin. In addition to aiding in member satisfaction and retention, bulletins also are effective membership building tools. | Your Club Bulletin (1156), Top Ten Bulletin Awards Program brochure available from World Headquarters. | Bulletin Editor | | | 300 |