



January 6, 2009

Dear District Leaders:

At its meeting in November 2008, the Executive Committee reviewed the purpose of the Speechcraft program and confirmed that it is a valuable tool for clubs and not districts, areas or divisions to use to build membership, to introduce the Toastmasters program to non-members, to provide an opportunity for presentation experience to club members and to provide a fund-raising opportunity for clubs.

It is not only an issue of district resources, but also of the mission and focus of clubs and districts and the policies of the organization. Each level exists to provide support – clubs support members and districts support clubs. Toastmasters International is a not-for-profit organization incorporated in the State of California. No matter where a club or district is located, the same laws and policies apply. Our policy on Use of Toastmasters International Material (Policies and Procedures VI A 3) clarifies that any Toastmasters program can be used at the club level to build membership and promote the club within the community or company. We are an organization of clubs. We cannot be perceived as being in the seminar business and in competition with for-profit enterprises. While Speechcraft may be used as a fund-raising activity at the club level, the fees charged must be reasonable and any funds raised belong to the club.

That is not to say that districts cannot be involved in supporting Speechcraft. Districts are encouraged to emphasize the program to clubs and cultivate leaders to conduct Speechcraft at the club level. Districts may have a Speechcraft chairman and/or committee to provide support and training to clubs on the program.

There may be situations where Speechcraft is used to introduce the Toastmasters program to corporations or communities in an effort to form a new club. In this case, the district may coordinate the effort. However, club members must conduct the program and any excess funds raised as a result of Speechcraft must be given to the sponsoring club or the club in formation. Revenues and expenses must be processed through and maintained in a club account and not through a district account. A seminar or series of seminars should never take the place of building new clubs. The long-term health and strength of the organization is dependent upon the formation and continuation of clubs. Focus needs to continue on the Toastmasters club model.

If your district has seminars scheduled within the next few months, the seminars may be conducted. However, no new seminars can be conducted by districts after February 15.

Further discussion by the Board of Directors on how the Speechcraft Program can be enhanced will take place at a future Board meeting.

Sincerely,

A handwritten signature in black ink, appearing to read "Daniel Rex". The signature is fluid and cursive, with a prominent loop at the beginning and a long, sweeping tail.

Daniel Rex
Executive Director

Cc: Board of Directors