

District 23 Toastmasters

Lt. Governor Marketing

Incentives Plan for January 1 to June 30, 2012

Please note that all membership and club building incentives listed in this document apply only to the 2011 to 2012 Toastmasters year (July 1, 2011 to June 30, 2012). The next LGM (2012-2013) may choose to continue these programs, but that is not guaranteed.

Also, this is an updated document for the second half of the Toastmasters year. Please see the previous document for incentives that were in place for July 1 to December 31, 2011.

Incentive Programs

- Building New Clubs
- Membership Building for Clubs
 - TI's Membership Building Contests
 - Membership Mondays
- Individual Membership Building Award
- Club Coach Program
- Membership Renewals

Building New Clubs

Building strong clubs is only one part of the membership portion of the district's mission. Another portion is spreading the Toastmasters International program through the creation of new clubs.

Setting You Up For Success

In a sense, building new clubs is like dancing. When you know the steps, you make it look easy. And Toastmasters International and District 23 can help you plan your moves through documents like "How to Build a Toastmasters Club – A Step-By-Step Guide" and assistance from experienced Toastmasters such as your LGM and the District Marketing Team.

Just like dance-a-thon winners, those who waltz their way to new club chartering success will receive some fantastic prizes. In addition to the recognition and admiration which goes to new Club Sponsors, District 23 is also offering incentives to the Sponsors as well as the new clubs they sponsor.

Mid Year New Club Mambo

Our quest for growth continues during the second and third quarters of the year, January 1st to March 31st of 2012. All clubs chartering during this period will receive:

- a stylish gavel,
- three Successful Club modules to start the club off on the right track (Meeting Roles and Responsibilities, Creating the Best Club Climate, and Evaluate to Motivate).

Each Club Sponsor (must be officially recognized by Toastmasters International) of the newly chartered club will receive a half price registration* to the Spring 2012 Conference in Las Cruces, NM. And each charter member of the new club will receive a \$10 discount** towards their registration to the Spring 2012 Conference in Las Cruces, NM.

In addition, we will be rewarding our Lead Generators. Both those in Toastmasters and those outside.

District 23 will pay bounties to Toastmasters who provide warm leads*** to the LGM or other “Club Starters” around the district. Those bounties include a basic or advanced manual for simply supplying the warm lead. If the lead generator assists the sponsor with the initial leg work and the lead turns into a club, the lead generator will receive a half price registration* to the Spring 2012 Conference in Las Cruces. If the lead generator goes on to help charter the club as a full sponsor, the lead generator will receive both the sponsor and lead generator incentives.

For the non-Toastmaster contacts who assist the sponsors in getting the new club started, we will provide four books from the Toastmasters Store. Not speech manuals, but books such as those by John C. Maxwell or Dave Logan. These four books will be selected by the LGM from those books that are currently available at the TI Store at the time the incentive is to be awarded.

Full Year Fox Trot

Regardless of the time of year that a club is chartered, the home clubs of all successful Club Sponsors will receive a special “Home Club of a Club Sponsor” ribbon for their banner. And the home clubs of all successful Club Mentors will receive a special “Home Club of a Club Mentor” ribbon for their banner. Again, these award ribbons only pertain to the 2011-2012 Toastmasters year and may or may not be continued by the LGMs that follow.

** The Sponsor’s registration discount is transferrable to another person. If the Sponsor has already registered, the discounted amount (or full price in the case of the Fall 2011 Conference) will be reimbursed to the Sponsor. If paid to the conference by District 23, the registration discount can only be applied to the actual conference registration fee, not towards hotel or travel expenses. In the event of a refunded registration, the money is, of course, yours to use as you see fit.*

*** The \$10 discount for Charter members is not transferable and may not be combined with the Sponsor’s discounted/complimentary registration in the event that the Club Sponsor is also a charter member. The registration discount can only be applied to the actual conference registration fee, not towards hotel or travel expenses.*

**** A “warm lead” is defined as a lead which the lead generator has already contacted and discussed the idea of a Toastmasters club with a person. The lead should include a specific person’s name, contact information, and, if applicable, organization and title. The contact should already be at least marginally interested in having a Toastmasters club.*

Please note that charter members of a club do not count towards membership building incentives such as the Smedley Award, Talk Up Toastmasters, Beat the Clock, Get Strong and Save for a New Banner, and the Individual Membership Award.

TI’s Membership Building Contests

In conjunction with the three Toastmasters International membership building contests (the Smedley Award, Talk Up Toastmasters, and Beat the Clock) and the incentives offered by Toastmasters International †, District 23 will offer the following incentives to any club which achieves the membership building goals of 5 or more new members during the designated time periods:

- Effective Evaluation DVD (Item #4008DVD) to help your numerous new members prepare for their first evaluation
- Club Meeting Plaque (Item #384) to mark your meeting place and help additional visitors easily locate your meeting room – OR – Two modules from the Better Speaker Series, Successful Club Series, or Leadership Excellence series (the club may select between the plaque or modules, if

the modules are selected, the LGM will choose which modules the club receives based upon availability)

The three Toastmasters International membership building contests are:

- The Smedley Award – August 1st to September 30th
- Talk Up Toastmasters – February 1st to March 31st
- Beat the Clock – May 1st to June 30th

While these incentives are only valid during the three Toastmasters International membership building drives, they will be awarded in conjunction with any other applicable District 23 membership incentives. So if you or your club receives another incentive award, such as the Get Strong and Save for a New Banner program, you will also be eligible to receive this one.

+ At the time of this writing, Toastmasters International offered the following incentives for these three membership building programs. Please note that these are subject to change by TI without notification from District 23.

- *A club banner ribbon denoting the club's success in membership building,*
- *A 10% discount to the TI store on the club's next order (expires six months from the date of issue)*

Membership Mondays

In addition to the Talk Up Toastmasters and Open House Showcase contests from Toastmasters International, District 23 is encouraging membership growth through the Membership Mondays program. Every week during the first quarter of the year, a quick and easy membership building tip will be provided in the TMail. The idea is to use this tip on the following Monday. Not every tip will be successful in every situation, but by the end of the quarter you'll be stocked with a variety of membership building ideas for nearly any situation.

Those clubs which add 5 new (new, dual, or reinstated, but not transfer) members during the first quarter will receive an item worth up to ~~\$50~~ SCRATCH THAT! It's now a **\$100** item (or items) from the TI Store. The district will even cover the shipping and have it sent straight to you.

The incentives for the Membership Mondays program are in addition to those given by Toastmasters International for Talk Up Toastmasters and the Open House Showcase.

(Thanks to IPDG Don DuBois and DG Bay Stevens for the encouragement to up the ante!)

Individual Membership Building Award

Sharing Toastmasters with friends, coworkers, and even acquaintances is a rewarding experience for both you and the person you bring into Toastmasters. But to make it even more enticing, Toastmasters International offers incentives for members who sponsor numerous new members. Adding to those awards (listed here:

<http://www.toastmasters.org/Members/MembershipBuilding/MembershipContests.aspx>), District 23 will present any member who sponsors 5 or more new members (to any club, not just their own) with one manual/module from the Advanced Speaking series, Better Speaker Series, Successful Club Series, or Leadership Excellence Series for every 5 members they sponsor. The module(s) will be the choice of

the recipient. The District 23 LGM will contact each winner to determine the module they would like to receive.

Toastmasters International also offers an incentive program for sponsoring new members. District 23's incentive program is in addition to Toastmasters International's.

Unlike some of the other membership building programs which are limited to 2 or 3 months, this membership building program is active throughout the 2011-2012 Toastmasters year (July 1, 2011 to June 30, 2012).

Please note that just like the Toastmasters International program, to qualify as a sponsor for the member, your name must appear on the application for Toastmasters club membership along with your home club number. New, dual and reinstated members count for credit; transfer and charter members do not.

Club Coach Program

For those clubs with 12 or fewer members, Toastmasters International suggests recruiting a Club Coach. Your Lt. Governor Marketing, Division Governors, and Area Governors can assist you in recruiting a Club Coach. Bringing a club to Distinguished status, or even better, to Charter Strength, can be a rewarding experience for the Club and the Coach in a number of ways: the feeling of a job well done, seeing the improvement of new comers to Toastmasters, and knowing that the Toastmasters International program, which we all believe in, is thriving in this club.

Setting You Up For Success

To help clubs reach the level of Distinguished, which Club Coaches are charged with achieving, District 23 wants to invest in your future success. Every club that recruits a Club Coach will receive the following tools from the District:

- A box of 1000 professionally printed business cards using the current (official) Toastmasters business card format. These cards will display the club's name, meeting date & time, meeting location, website, and other pertinent contact information. These can be used by the club coach and all members of the club to help in your membership building activities.
- A professionally designed "Open House" flyer which can be customize with text and images. This sleek document will have pre-designed spaces for a description of your open house (or other marketing efforts) and place images (photos or even maps to your club). Depending on your needs, this could be provided to you as a customizable PDF or Microsoft Word document, or our marketing expert, Lezlie Davis, could make the customizations for you (within reason, of course).
- A half hour consulting with Lezlie Davis, a professional marketing and web designer, to help you get the most from your club website and internet persona.
- The Club Coach will also receive a High Performance Leadership packet to use during their Club Coaching efforts or during some other project of their choosing.

In order to aid currently existing Club Coaches in their efforts, all Clubs and their Coaches whose terms have not expired as of July 1, 2011, will also receive the Club Coach tools.

Successful Clubs & Coaches

Clubs who achieve Distinguished status will, of course, also receive any other membership building and/or educational incentives which the club would have earned as described in this document or in the

LGET's or District Governor's incentive plans. They will also receive a special "Coached to Success" ribbon for their club banner.

Coaches who coach their clubs to Distinguished status within the allotted time period will receive an attractive desk plaque (Item #1921A) commemorating their achievement and recognition at the District 23 conference following the confirmation of their award. The home club of the successful Coach will receive a special "Home Club of a Club Coach" ribbon for their banner.

Extraordinarily Successful Clubs & Coaches

In addition, coaches who bring their clubs from needing a coach all the way to Charter strength and distinguished within the allotted time period will receive a 50% discount off their registration fee (not including hotel or travel) to the District 23 Fall Conference (Fall of 2012) following the confirmation of their award.

Clubs who are coached to this level of success will receive a special "Coached to Extraordinary Success" ribbon for their banner instead of the "Coached to Success" ribbon.

Membership Renewals

Getting your club member renewals in on time is a great way to ensure that your club is eligible for the Distinguished Club program as well as verifying membership eligibility for any members who are competing in contests.

Clubs which are in good standing (at least 6 members renewed) by the renewal deadline (September 30th in the Fall and March 31st in the Spring) will receive one module (selected by the LGM) from the Better Speaker Series, the Successful Club Series, or the Leadership Excellence Series. Clubs which are in good standing by two weeks prior to each renewal deadline (September 14th in the Fall and March 15th in the Spring) will receive two modules (selected by the LGM) from the Better Speaker Series, the Successful Club Series, or the Leadership Excellence Series.

To encourage clubs to not only get their renewals in on time, but to get them in early and retain all their current members, District 23 is offering a gift bag of educational materials (such as manuals from the Advanced Speaking Series, Better Speaker Series, etc) to clubs who renew 100% of their membership base by the Spring renewal deadline (March 31, 2012). For clubs that renew 100% of their membership base by two weeks prior to the Spring renewal deadline (March 15, 2012), District 23 is offering a larger and more elaborate educational gift basket (that's right ... not a bag, but a basket!). All manuals in the gift bags and baskets will be selected by the LGM.

Final Notes

Regarding distribution of awards and incentives:

All District 23 awards and incentives will be distributed during the district conference following the contest or program period. If the recipient or a person designated by the recipient to accept the award cannot attend the conference, the awards and/or incentives will be mailed.

Regarding the availability of any of the above listed District 23 LGM incentives:

During the rebranding process by Toastmasters International, it is entirely possible that some of the above mentioned incentives from the Toastmasters Store will be discontinued. While none of them have been announced as discontinued, it is always a possibility in this sort of move. If

any of the above items are discontinued or unavailable, they will be replaced by another incentive of like value chosen at the discretion of the District 23 LGM.