

# **Toastmasters International District Recognition Program**





**TOASTMASTERS INTERNATIONAL**  
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# Missions, Values, and Promises

## Toastmasters International Mission

We empower individuals to become more effective communicators and leaders.

## District Mission

We build new clubs and support all clubs in achieving excellence.

## Club Mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

## Toastmasters International Core Values

### Integrity

We match our actions with our words, demonstrate honesty and trustworthiness, communicate with sincerity and thoughtfulness, have the courage to acknowledge our mistakes, and always strive to do the right thing.

### Service

We strive to provide high-value, exceptional support by being responsive, attentive, and passionate in fulfilling our duties as individuals and as an organization to all.

### Excellence

We consistently strive to meet or exceed expectations by upholding the Toastmasters Promise, nurturing a collaborative environment, innovating to deliver creative solutions, and optimizing quality to produce superior service.

### Respect

We treat all with dignity, welcome diverse perspectives, acknowledge all contributions, believe that all have positive intent, practice mutual accountability, and critique but never demean service.

## Toastmasters International Brand Promise

Empowering individuals through personal and professional development.

This is the promise Toastmasters International makes to club members. Once we have reached this goal consistently, through all clubs across the globe, we will have achieved club excellence.

## A Toastmaster's Promise

As a member of Toastmasters International and my club, I promise:

- ▶ To attend club meetings regularly.
- ▶ To prepare all of my projects to the best of my ability, basing them on the Toastmasters education program.
- ▶ To prepare for and fulfill meeting assignments.
- ▶ To provide fellow members with helpful, constructive evaluations.
- ▶ To help the club maintain the positive, friendly environment necessary for all members to learn and grow.
- ▶ To serve my club as an officer when called upon to do so.
- ▶ To treat my fellow club members and our guests with respect and courtesy.
- ▶ To bring guests to club meetings so they can see the benefits Toastmasters membership offers.
- ▶ To adhere to the guidelines and rules for all Toastmasters education and recognition programs.
- ▶ To act within Toastmasters' core values of integrity, respect, service, and excellence during the conduct of all Toastmasters activities.

## Toastmasters International Envisioned Future

Toastmasters is a thriving and diverse global community. We enhance the personal lives and careers of individuals, enabling them to positively impact their communities. We empower people to develop communication and leadership skills through a welcoming, high-quality, experiential learning environment, resulting in greater self-confidence and personal growth.



# Introduction

The Distinguished Club Program serves as the foundation of the District Recognition Program. By focusing on club quality and member satisfaction, the District Recognition Program (which encompasses the Distinguished Area, Division, and District programs) maximizes leadership opportunities and provides tools for District leaders to be successful. The District Recognition Program begins on July 1 of each year and runs until June 30 of the following year.

In this manual, you will learn about the recognition requirements for Areas, Divisions, and Districts. By meeting certain **qualifying requirements**, Areas and Divisions are eligible for Distinguished, Select Distinguished, and President's Distinguished recognition. Districts are eligible for Distinguished, Select Distinguished, President's Distinguished, and Smedley Distinguished recognition.

## Need Help?

Check out our frequently asked questions available on the Toastmasters International website: [toastmasters.org/FAQ](https://toastmasters.org/FAQ). In addition, you may contact World Headquarters for assistance with any questions or concerns: [toastmasters.org/contactus](https://toastmasters.org/contactus).

## Foundation for Success

All levels of the District Recognition Program are focused on promoting, developing, and sustaining quality clubs. When clubs possess characteristics of quality, the member experience is enhanced. A primary objective of Areas, Divisions, and Districts is to support clubs in providing the best possible member experience, thereby improving member retention.

How can you create the best possible member experience in clubs in your Area, Division, or District? First impressions are crucial. As a Toastmasters leader, you want every new and prospective member's initial interaction with the club to be a positive one. Toastmasters defines these decisive times when initial impressions are being created as *Moments of Truth*.

Moments of Truth	
First Impressions	Clubs ensure that guests' experiences and observations become first impressions that encourage them to return.
Membership Orientation	Clubs acquaint new members with the Toastmasters education and recognition programs, the member's responsibility to the club, and the club's responsibility to the member.
Fellowship, Variety, and Communication	Clubs offer a warm, friendly, and supportive environment that encourages enjoyable learning.
Program Planning and Meeting Organization	Club meetings are carefully planned, with well-prepared speakers and useful evaluations.
Membership Strength	Clubs have sufficient numbers of members to provide leadership and fill meeting and committee assignments. Clubs participate in membership-building and retention practices.
Achievement Recognition	Clubs monitor members' progress toward goals, submit completed award applications immediately, and consistently recognize member achievement.

When put into action, the six ***Moments of Truth*** form the road map to realizing Toastmasters' mission, core values, and promises. They are critical elements for success and distinction that transform successful clubs into Distinguished ones. Distinguished clubs, in turn, are the basis for Distinguished Areas, Divisions, and Districts. Renewing focus on the club and the member benefits everyone.

Let ***Moments of Truth***, part of ***The Successful Club Series***, be your guide to delivering quality service and outstanding member experiences.

**The Importance of Teamwork**

Earning recognition for your Area, Division, or District is not something that you can accomplish by yourself. It takes a team of people who are dedicated to a common goal, have a plan, and execute it well. They share responsibility for their tasks and depend on one another to achieve them. Working together in teams is the most effective way of meeting your Area, Division, and District goals.

Build rapport by getting together with your leadership team frequently. Invite members and your Area, Division, or District Council to join you in discussing the vision for your Area, Division, or District. What do you want to accomplish this year? What do you want to accomplish in years to come? The vision should be both attainable and inspiring so that others are motivated to get involved and help the team's effort.

Once you have recorded your vision, identify your goals and the strategies that you will use to achieve them. Goals must be clearly defined. Are the skills and talents of some of your team members a great fit with certain tasks? Determine who will take what roles and the responsibilities of each member.

Empower volunteers with the resources they need to get the job done. Be sure to meet regularly to evaluate your progress and make adjustments as needed. Emphasize good communication amongst the team and follow up as often as necessary. Offer assistance to resolve any conflicts and challenges that arise.

Make the District mission a reality by staying focused on the clubs and members you serve. Remember, every club is a group of people seeking the opportunity to grow and develop through the Toastmasters education program.

**Teamwork Resources**  
**Listed in order of relevance**

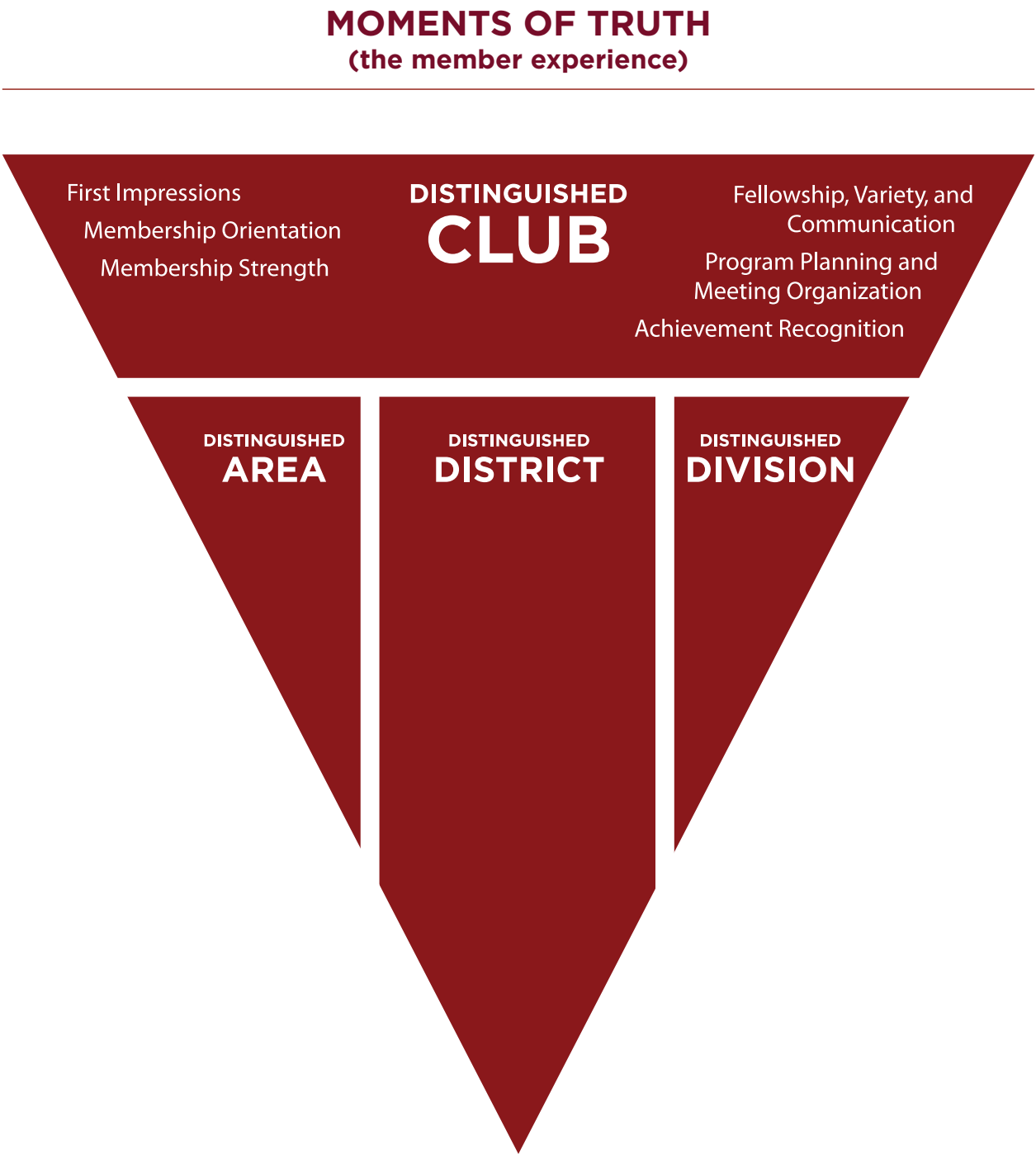
*District Leadership Handbook*

*Moments of Truth*

*The Successful Club Series*

**Program Overview**

As noted previously, the Distinguished Club Program is the foundation of the District Recognition Program. The chart below illustrates the relationship between club, Area, Division, and District.





## Program at a Glance

	Distinguished Area Program	Distinguished Division Program	Distinguished District Program
<b>Qualifying Requirements</b>	No net club loss. Submission of <b>Area Director's Club Visit Report</b> for 75% of club base for first-round visits by November 30 and for second-round visits by May 31.	No net club loss.	Submission of <b>Division and Area Directors Training Report</b> for 85% of Division and Area Directors by September 30.  Submission of <b>District Success Plan, Market Analysis Plan, and Communication Plan</b> by September 30. Each District must have at least two meetings with their Region Advisor by May 31.
<b>Distinguished</b>	50% of club base Distinguished.	45% of club base Distinguished. No net club loss	1% net membership payments growth. 1% net club growth 45% of club base Distinguished.
<b>Select Distinguished</b>	50% of club base plus one Distinguished.	50% of club base Distinguished. Net club growth of one club	3% net membership payments growth. 3% net club growth 50% of club base Distinguished.
<b>President's Distinguished</b>	50% of club base plus one Distinguished and a net club growth of one.	55% of club base Distinguished plus net club growth two clubs.	5% net membership payments growth. 5% net club growth. 55% of club base Distinguished.
<b>Smedley Distinguished</b>			8% net membership payments growth. 8% net club growth. 60% of club base Distinguished.

## Terminology and Program Specifications

The following refers to terminology and program specifications mentioned throughout this manual. Familiarizing yourself with this information can help you understand some key components of the District Recognition Program.

### Qualifying Requirements

A qualifying requirement is a prerequisite or prior condition for participation in the program. For example, if the qualifying requirement is a report due on September 30, but the deadline is not met, a District cannot earn Distinguished recognition even if all other program goals are met. Each of the Distinguished programs (Area, Division, and District) has its own qualifying requirements.

### Club Base

The club base is the number of **paid clubs** assigned to an Area, Division, or District as of July 1. Clubs are considered to be paid when they have submitted payment of membership-renewal dues accompanied by the names of renewing members for the April period. These and new clubs organized between April 1 and June 30 are counted in the club base. Additionally, if a club is low, ineligible, or suspended on April 1, and the club is renewed or reinstated retroactively before October 1 of the same year, then the District club base would increase as a result of the renewal or reinstatement.

The club base is used to calculate goals for Areas, Divisions, and Districts for Distinguished recognition. A club base may be revised any time during the year to reflect clubs that pay their April membership-renewal dues after July 1.

**Example:** A District has 120 clubs on July 1, 2024. On October 5, 2024, two clubs in the District submit April 2024 membership-renewal dues. As a result, the District's club base increases to 122.

### Membership Payments Base

The membership payments base equals the number of membership payments received by World Headquarters for the period of July 1 to June 30 of the previous program year. These payments may come from renewing members, new members, charter members, dual members, and reinstated members.

The membership payments base is used to calculate the membership payments goal in the Distinguished District Program.

Membership-renewal dues received after July 1 for the previous program year are counted in the membership payments base. Therefore, the membership payments base may be revised at any time during the year to reflect late membership payments for the previous program year.

**Example:** A District has a membership payments base of 2,000 on July 1, 2024. On October 5, 2024, 50 members in the District submit their April 2024 membership-renewal dues. As a result, the District's membership payments base increases to 2,050.

### Paid Club

For a club to be considered paid, dues have been received from the club for the current dues period for a minimum of eight members, at least three of whom were members of the club during the previous renewal period.

### Club or Membership Payments Net Growth or Loss

Net growth occurs when the total at year-end (June 30) exceeds the base amount. Net loss occurs when the total at year-end (June 30) falls below the base amount.

If there is club or membership payment loss during the program year, it must be recuperated before the Area, Division, or District is able to meet its goals.

### Membership Payments at Year-End

The total number of membership payments received from clubs in the District (from renewing members, new members, charter members, dual members, and reinstated members) for the period of July 1 to June 30 is the final year-end figure that is used to measure membership-payment growth in each District during the preceding year.

Year-end counts of membership payments are final. Payments submitted after June 30 are not added to the membership payments at year-end. However, these late membership payments do increase the **membership payments base** for the current program year.

### Number of Paid Clubs at Year-End

The number of paid clubs at year-end (June 30) is the total number of active clubs in an Area, Division, or District that have submitted their April membership-renewal dues by the June 30 deadline and new clubs organized between April 1 and June 30.

Year-end counts of **paid clubs** are final. Clubs that submit their April membership-renewal dues and payments after June 30 are not added to the number of paid clubs at year-end. However, these clubs do affect the **club bases** for the current program year.

### Goal Totals

The tables in this manual list the minimum percentages required to meet specific achievements in the District Recognition Program. As you calculate the goal(s) for your Area, Division, or District achievement(s), your total may not be a whole number. If this is the case, always round up and use the next whole number as your total.

**Example:** A District has a club base of 105 clubs. In order to achieve the goal for President's Distinguished District recognition, the District must obtain a net growth of 5%. The District calculates its goal and the total comes to 110.25. Because the District cannot use a fraction in its total, it must round the total to the next whole number, 111, to qualify for President's Distinguished District recognition.

### **Submitting Materials**

Recognition materials—such as the *Area Director's Club Visit Report*, *District Success Plan*, and training reports—are submitted online through District Central.

In order for a District to receive credit for Distinguished recognition, recognition materials must be received at World Headquarters by 11:59 p.m., Mountain Time, on the specified deadline even if the deadline falls on a weekend or holiday. It's your responsibility, as District leaders, to ensure that materials are legible, complete, and received by the submission deadline. World Headquarters strongly recommends that members, clubs, and Districts use the online services available.

For security reasons, do not email items that include credit card information.

### **Submitting Materials Resources**

Questions about submitting materials

# Program Foundation

## The Distinguished Club Program

The Distinguished Club Program recognizes clubs that provide the positive and supportive environment that leads to member success. Quality clubs are at the heart of Toastmasters, and Distinguished clubs are at the heart of the Distinguished Area, Distinguished Division, and Distinguished District programs.

Clubs earn recognition by achieving up to 10 Distinguished Club Program goals during the year.

### Qualifying Requirements

1. A club must be in good standing according to Policy 2.0: Club and Membership Eligibility, Section 4: Good Standing of Clubs.
2. A club must have either 20 members or a net growth of at least three new, dual, or reinstating members as of June 30.
3. The club must submit the Club Success Plan by September 30.

## Distinguished Club Program Goals

### Education

1. Four Level 1 awards achieved
2. Two Level 2 awards achieved
3. Two more Level 2 awards achieved
4. Two Level 3 awards achieved
5. One Level 4, Path Completion, or DTM award achieved
6. One more Level 4, Path Completion, or DTM award achieved

### Membership

7. Four new, dual, or reinstating members
8. Four more new, dual, or reinstating members

### Training

9. A minimum of four club officer roles trained during each of the two training periods

### Administration

10. On-time payment of membership dues accompanied by the names of eight members (at least three of whom must be renewing members) for one period and on-time submission of one club officer list

## Recognition

When your club meets all the qualifying requirements and also attains one of the following, it is eligible for Distinguished recognition at year-end:

Achievement			
Level	Club Success plan	Membership as of June 30th	Goals
<b>Distinguished</b>	Submitted by September 30*	20 total members or net growth of 3**	5
<b>Select Distinguished</b>	Submitted by September 30*	20 total members or net growth of 3**	7
<b>President's Distinguished</b>	Submitted by September 30*	20 total members**	9
<b>Smedley Distinguished</b>	Submitted by September 30*	20 total members**	10

\* For newly chartered clubs, the due date is 90 days after the charter date. Clubs that charter after April 1st will automatically receive credit for submitting the Club Success Plan for their charter program year.

\*\* Total member count consists of renewing, dual, new, charter, and reinstated members. Transfer member do not count toward this total.

For important information about the goals, please see the **Distinguished Club Program** and the **Club Success Plan**.

## Tracking Progress

Clubs can track progress toward their goals throughout the year by reviewing the online reports that are posted on the Toastmasters International website at [toastmasters.org/DistinguishedPerformanceReports](https://toastmasters.org/DistinguishedPerformanceReports).

At year-end, Toastmasters International calculates the number of goals clubs have met and recognizes them as Distinguished, Select Distinguished, President's Distinguished, or Smedley Distinguished clubs based on membership and the number of goals achieved. Distinguished Club Program Resources

### Listed in order of relevance

*Distinguished Club Program*

*Club Success Plan*

*Moments of Truth*

Division and Area Directors training materials

*The Successful Club Series*

*Master Your Meetings*

*Membership Growth*

*Put on a Good Show*

Membership Building

Questions about the Distinguished Club Program

# District Recognition Program Defined

## Distinguished Area Program

The Distinguished Area Program recognizes Areas that plan, set goals, and achieve success. The program builds on club success and complements the goals that Divisions and Districts set to earn Distinguished recognition. Areas earn Distinguished, Select Distinguished, and President's Distinguished recognition by meeting the goals outlined below. All goals are calculated using an Area's **club base**.

### Qualifying Requirements

Areas with a **club base** of at least four are automatically contenders for Distinguished recognition. Keep in mind that an Area's club base increases if April membership-renewal dues are paid after July 1.

To be considered for recognition, Areas must meet two **qualifying requirements**:

1. Areas must have no **net club loss**.
2. Areas must submit the Area Director's Club Visit Report for 75% of their **club base** for first-round visits by November 30 and for 75% of their **club base** for second-round visits by May 31.

### Distinguished, Select Distinguished, and President's Distinguished Recognition

Achievement	Recognition Earned
Distinguished clubs equal to at least 50% of the Area's <b>club base</b> .	Distinguished Area
Distinguished clubs equal to at least 50% of the Area's <b>club base</b> plus one more Distinguished club.	Select Distinguished Area
Distinguished clubs equal to at least 50% of the Area's <b>club base</b> plus one more Distinguished club and a <b>net club growth</b> of one.	President's Distinguished Area

### Tracking Progress

An Area's goals are established for the year depending on its **club base**. These goals are reflected in reports available on the Toastmasters International website at [toastmasters.org/DistinguishedPerformanceReports](https://toastmasters.org/DistinguishedPerformanceReports).

### Awards

After the end of the Toastmasters year (June 30), Toastmasters International sends all Districts a list of Areas eligible to receive the honor of Distinguished, Select Distinguished, or President's Distinguished Area. All Distinguished Areas receive certificates from their Districts in recognition of their level of achievement.

### Area Director's Club Visits

In order to foster club quality, Area Directors visit the clubs in their Areas at least twice a year (in a first round and a second round of visits). As the link between the club and the District, Area Directors make themselves available during these visits to answer questions and offer clubs support. This District support helps clubs retain and build membership as a result of positive member experiences. Although only two visits are required per year for the Distinguished Area Program, it is recommended that Area Directors visit their clubs four times per year.



**Example:** During a club visit, Area Director Vance discovers that the Refrigerated Repartee Club in their Area is not consistently greeting newcomers and making club members available to answer guests' questions. Once Area Director Vance points this out to the club officers, the club renews its focus on first impressions—one of the **Moments of Truth**—causing two guests to join the club who otherwise would have chosen not to.

For credit in the Distinguished Area Program, Area Directors must submit an **Area Director's Club Visit Report** for each club visited during the first round of visits by November 30, and for each club visited during the second round of visits by May 31. These reports are submitted online through District Central.

## Planning and Stretching

Achieving the goals outlined in the **Area Success Plan** and receiving recognition in the Distinguished Area Program are indicators of the importance of Area Directors' contributions to District success. When Areas create and follow a success plan and earn Distinguished recognition, clubs in the Area meet the needs of members who, in turn, experience the benefits of the Toastmasters program.

If you are an Area Director, promote the Distinguished Club Program throughout the year and help every club in your Area become Distinguished. Not only is the Distinguished Area Program dependent on the Distinguished Club Program, the Distinguished Club Program is extremely effective in motivating club achievement and maintaining healthy clubs.

Many Districts encourage Area Directors to stretch the goals outlined in the Distinguished Area Program or accomplish additional goals. For example, rather than striving to get 50% of the Area's **club base** Distinguished, an Area might stretch toward 60%. Deciding to improve service to the member by promoting **Moments of Truth** in clubs with fewer than 10 members is an additional goal. Read the **District Leadership Handbook**, and consult with your District Director, Program Quality Director, and Club Growth Director to determine all your Area's goals for the year. Also be sure to maintain frequent contact with District leadership to help track your progress toward your Area's additional goals.

## Area Success Plan

Area teams develop their Area Success Plan based on the needs and goals of the members they serve. First, the Area teams determine how they will communicate, address conflict, and hold themselves accountable. The **Area Success Plan** helps evaluate current situations, establish specific goals, and develop strategies that can be used to achieve success. The plan identifies resources to use in that effort. Finally, the plan calls for Area teams to identify assignments, develop a timetable, and track accomplishments.

The plan should be a team effort. As Area Director, your job is to encourage ideas and cooperation from the clubs and members in your Area. Be sure to incorporate the four essential elements necessary to achieve your goals: What, when, how, and who? If you determine in advance what should be done, when and how it will be accomplished, and who is responsible for doing it, achieving success becomes much easier.

Gather your team of leaders and volunteers at the beginning of the year with the following agenda:

1. Set specific goals.
2. Establish strategies to achieve the goals.
3. Develop a framework to help carry out the plan and produce results.

While the **Area Success Plan** is not a **qualifying requirement** for the Distinguished Area Program, it is an important tool in meeting the Area's annual and long-term goals and should be shared with other District leaders. A copy of the completed plan can be uploaded through District Central for your records.

## **Distinguished Area Program Resources**

### **Listed in order of relevance**

*Distinguished Club Program*

*Club Success Plan*

*District Leadership Handbook*

*Moments of Truth*

*The Successful Club Series*

*Serving Clubs through Visits: A Guide for Area Directors*

*Area Director's Club Visit Report*

Division and Area Director training materials

*Master Your Meetings*

*Membership Growth*

*Put on a Good Show*

District Leader Tools

Membership Building

Brand Portal

Questions about the Distinguished Area Program

## Distinguished Division Program

The Distinguished Division Program recognizes Divisions that plan, set goals, and achieve success. The program builds on club success and complements the goals that Districts set to earn Distinguished recognition. Divisions earn Distinguished, Select Distinguished, and President's Distinguished recognition by meeting the goals outlined below. Division goals are established based on the number of clubs and Areas in a Division.

### Qualifying Requirements

Divisions with at least four Areas are automatically contenders for Distinguished recognition.

To be considered for recognition, Divisions must meet one **qualifying requirement**:

1. Divisions must have no **net club loss**.

### Distinguished, Select Distinguished, and President's Distinguished Recognition

Achievement	Recognition Earned
Distinguished clubs equal to at least 45% of the Division's <b>club base</b> .	Distinguished Division
Distinguished clubs equal to at least 50% of the Division's <b>club base</b> plus <b>net growth</b> of one club.	Select Distinguished Division
Distinguished clubs equal to at least 55% of the Division's <b>club base</b> plus <b>net growth</b> of two clubs.	President's Distinguished Division

### Tracking Progress

A Division's goals are established for the year depending on its **club base**. These goals are reflected in reports available on the Toastmasters International website at [toastmasters.org/DistinguishedPerformanceReports](https://toastmasters.org/DistinguishedPerformanceReports).

### Awards

After the end of the Toastmasters year (June 30), Toastmasters International sends all Districts a list of Divisions eligible to receive the honor of Distinguished, Select Distinguished, or President's Distinguished Division. All Distinguished Divisions receive certificates from their Districts in recognition of their level of achievement.

### Planning and Stretching

Achieving the goals outlined in the **Division Success Plan** and receiving recognition in the Distinguished Division Program are indicators of the importance of Division Directors' contributions to District success. When Divisions create and follow a success plan and earn Distinguished recognition, Areas in the Division help clubs meet the needs of members who, in turn, experience the benefits of the Toastmasters program.

The Distinguished Division Program is dependent on the Distinguished Club Program. The Distinguished Club Program is a tool in motivating club achievement and maintaining healthy clubs. Division Directors promote the Distinguished Area Program and Distinguished Club Program throughout the year and help Areas support clubs in becoming Distinguished.

Many Districts encourage Division Directors to stretch the goals outlined in the Distinguished Division Program or accomplish additional goals. You may choose to improve service to the member by starting a campaign encouraging Area Directors to present **Moments of Truth** in clubs with fewer than 10 members; this is an additional

goal. Read the ***District Leadership Handbook***, and consult with your District Director, Program Quality Director, and Club Growth Director to determine all your Division's goals for the year. Also be sure to maintain frequent contact with District leadership to help track your progress toward your Division's additional goals.

### **Division Success Plan**

Division teams develop their Division Success Plan based on the needs and goals of the members they serve. First, the Division teams determine how they will communicate, address conflict, and hold themselves accountable. The **Division Success Plan** helps evaluate current situations, establish specific goals, and develop strategies that can be used to achieve success. The plan identifies resources to use in that effort. Finally, the plan calls for Division teams to identify assignments, develop a timetable, and track accomplishments.

The plan should be a team effort. Division Directors encourage ideas and cooperation from the Area Directors and members in the Division. Be sure to incorporate the four essential elements necessary to achieve your goals: What, when, how, and who? If you determine in advance what should be done, when and how it will be accomplished, and who is responsible for doing it, achieving success becomes much easier.

Gather your team of leaders and volunteers at the beginning of the year with the following agenda:

1. Set specific goals.
2. Establish strategies to achieve the goals.
3. Develop a framework to help carry out the plan and produce results.

While the ***Division Success Plan*** is not a **qualifying requirement** for the Distinguished Division Program, a copy of the completed plan may be uploaded through District Central. It's an important tool in meeting the Division's annual and long-term goals and should be shared with other District leaders.

## **Distinguished Division Program Resources**

### **Listed in order of relevance**

*Distinguished Club Program*

*Club Success Plan*

*District Leadership Handbook*

*Moments of Truth*

*The Successful Club Series*

Division and Area Director training materials

*Master Your Meetings*

*Membership Growth*

*Put on a Good Show*

District Leader Tools

Membership Building

Brand Portal

Questions about the Distinguished Division Program

## Distinguished District Program

The Distinguished District Program recognizes Districts that meet Toastmasters International's goals in growth and educational achievement. The program is also a management tool for District leaders to focus on increasing membership, forming new clubs, and ensuring clubs are meeting the needs of their members. Ultimately, success in the Distinguished District Program is derived from focus on the member.

Every District that meets recognition program prerequisites and goals may become a Distinguished, Select Distinguished, President's Distinguished, or Smedley Distinguished District. The program is designed so that earning recognition is based on performance, not District size.

### Qualifying Requirements

To be considered for recognition, Districts must meet five **qualifying requirements**:

1. They must submit the Division and Area Directors Training Report to World Headquarters by September 30 showing that 85% of Division and Area Directors were trained.
2. They must submit the District Success Plan to World Headquarters by September 30.
3. Submit the District Market Analysis Plan by September 30.
4. Submit the District Communication Plan by September 30.
5. Must complete a minimum of two meetings with their Region Advisor by May 31.

Club growth is a critical success factor for the organization. The District Market Analysis Plan and the District Communication Plan are two resources that have a direct and positive impact on a District's overall performance, including club growth. Additionally, the relationship between District leaders and their Region Advisors can make the difference between achieving District goals or not.

### Distinguished, Select Distinguished, President's Distinguished, and Smedley Distinguished Recognition

Achievement	Recognition Earned
1% <b>net membership payments growth</b> , 1% <b>net club growth</b> , and Distinguished clubs equal to at least 45% of the District's <b>club base</b> .	Distinguished District
3% <b>net membership payments growth</b> , 3% <b>net club growth</b> , and Distinguished clubs equal to at least 50% of the District's <b>club base</b> .	Select Distinguished District
5% <b>net membership payments growth</b> , 5% <b>net club growth</b> , and Distinguished clubs equal to at least 55% of the District's <b>club base</b> .	President's Distinguished District
8% <b>net membership payments growth</b> , 8% <b>net club growth</b> , and Distinguished clubs equal to at least 60% of the District's <b>club base</b> .	Smedley Distinguished District

### Tracking Progress

A District's goals are established for the year based on its **membership payments base** and **club base**. These goals are reflected in reports available on the Toastmasters International website at [toastmasters.org/DistinguishedPerformanceReports](https://toastmasters.org/DistinguishedPerformanceReports).



## Awards

The awards for Districts that earn recognition are as follows:

	Distinguished District	Select Distinguished District	President's Distinguished District	Smedley Distinguished District
District Director and spouse will receive complimentary International Convention registration and complimentary tickets to each of the official meal functions and speech contests, if ticketed separately.				X
Single-room accommodation for two additional nights (total of four nights) at the International Convention for the District Director.				X
VIP seating at International Convention events (if applicable) for the District Director and spouse.				X
Round-trip airfare (coach) to the International Convention for the District Director.			X	X
Single-room accommodation for two nights at the International Convention for the District Director.		X	X	X
One discounted registration to the International Convention for the District Director and complimentary ticket to the World Championship of Public Speaking, if ticketed separately.	X	X	X	
Complimentary admission to the Golden Gavel presentation for the District Director.	X	X	X	X
Awards for the District Director, Program Quality Director, and Club Growth Director presented at the Hall of Fame.	X	X	X	X
Patch for the District banner.	X	X	X	X
Certificates to recognize those who contributed to the District's success.	X	X	X	X

\*Awards are nontransferable.

## District Excellence Awards

The Program Quality Directors in Districts that train 85% of their Area and Division Directors and meet Distinguished goals in number of Distinguished clubs receive the **District Program Quality Award**.

The Club Growth Directors in Districts that meet Distinguished goals in club and membership payments growth receive the **District Club Growth Award**.

The **District Club Strength Award** celebrates Districts that increased in average club size by 10% or more between the start and end of the program year.

Districts that are Distinguished for three or more consecutive years are recognized with the **District Leadership Excellence Award**.

All of these awards are presented to recipients at the Toastmasters International Convention.

## District Top 3 Awards

The **President's 20-Plus Award** celebrates those Districts that successfully motivate their clubs to achieve and maintain charter strength. The three Districts with the highest percentage of active clubs with 20 or more paid members at year-end receive this award.

The **President's Extension Awards** are presented to Districts for outstanding achievement in club building and retention. The three Districts with the largest net club growth during the program year receive this award.

The **President's Membership Retention Award** celebrates outstanding achievement in membership retention. The three Districts with the highest membership retention rate at year-end receive this award.

The **District Club Retention Award** is presented to the top three Districts that maintain at least 90% of their paid club base throughout the program year.

## Division and Area Director Training

Training your Division and Area Directors using Toastmasters International educational materials is a cornerstone in your efforts to achieve the District mission and be a successful District. This training is also an integral part of the Distinguished District Program.

By training your Division and Area Directors, you give them the opportunity to acquire leadership skills and the qualities needed for success. As District leaders, you aid their growth as Toastmasters, professionals, and members of the community. Your training program also contributes greatly toward successful clubs, Areas, and Divisions and aids in gaining recognition at all levels.

The ***Division and Area Directors Training Report*** must be submitted online through District Central by September 30. While each District conducts training in its unique style, Toastmasters International provides materials that must be used as the core curriculum of every District's training program for Division and Area Directors.

## Planning and Stretching

The District mission is to build new clubs and support all clubs in achieving excellence. Areas and Divisions are essential to achieving the mission so collaboration among leaders and volunteers at all levels is necessary to be successful. The ***District Success Plan*** shows how the District leadership team plans to help build a healthy and growing network of clubs that create positive learning experiences for members.

As District leaders, envision what it takes to meet your District goals. Gather your team to chart your steps toward another successful year. Your vision should include the suggestions and input of Toastmasters leaders and members beyond your District leadership team. A shared vision inspires commitment and ensures that everyone is motivated to work together toward achieving common goals.

As you and your team create your ***District Success Plan***, remember that your work truly makes a difference. Your efforts are furthering the Toastmasters International mission of empowering individuals to become more effective communicators and leaders—not only in your District, but internationally.

District leadership teams should work together to determine goals that will most effectively serve their members every day; these goals may go beyond the scope of the Distinguished District Program. Districts may choose to stretch the goals outlined in the Distinguished District Program or accomplish additional goals. For example, rather than striving to get 50% of the District's **club base** Distinguished, a District might stretch toward 60%. Deciding to improve service to the member by promoting **Moments of Truth** in clubs with fewer than 10 members is an additional goal. As District leaders, encouraging the members in your District to grow can produce outstanding leaders and ensure the success of the District for much longer than a program year. Your team's long-term planning can assist Toastmasters members and have a positive impact in their personal and professional lives.

## District Success Plan

District leaders develop their District Success Plan based on the needs and goals of the members they serve. First, the District leadership teams determine how they will communicate, address conflict, and hold themselves accountable. The ***District Success Plan*** helps evaluate current situations, establish specific goals, and develop strategies that can be used to achieve success. The plan identifies resources to use in that effort. Finally, the plan calls for District leaders to identify assignments, develop a timetable, and track accomplishments.

The plan should be a team effort. Be sure to incorporate the four essential elements necessary to achieve your goals: What, when, how, and who? If you determine in advance what should be done, when and how it will be accomplished, and who is responsible for doing it, achieving success becomes much easier.

Gather your team of leaders and volunteers at the beginning of the year with the following agenda:

1. Set specific goals.
2. Establish strategies to achieve the goals.
3. Leverage the District Market Analysis and District Communication plans as the framework to develop and carry out the District Success Plan and produce results.
4. Submit the **District Success Plan** to World Headquarters by September 30.

## District Strategies Guide

The ***District Strategies Guide*** contains examples of proven strategies that can help enhance success in achieving the District mission.

### **Distinguished District Program Resources** **Listed in order of relevance**

*Distinguished Club Program*

*Club Success Plan*

*District Leadership Handbook*

District Strategies Guide

*Division and Area Directors Training Report*

Division and Area Directors training materials

*Moments of Truth*

*Membership Growth*

*Put on a Good Show*

District Leader Tools

Brand Portal

Membership Building

Recognizing District members for performance excellence

Questions about the Distinguished District Program

Questions about online reports



[toastmasters.org](https://toastmasters.org)