



Club Building Curriculum

This curriculum contains resources to assist you in your club building efforts, broken up by each step in the process

Club-Building Foundations

Club Building Strategy Guide for Districts—Lead your team to club-building success with the instructions, tips, and resources contained in this guide.

- Link: <https://www.toastmasters.org/resources/club-building-strategy-guide-for-districts>

Build a Marketing Team

Club Sponsor

How to Sponsor a New Club: Starting From Scratch—Instruction for new club sponsors to help them develop strong new clubs.

- Link: <https://www.toastmasters.org/resources/how%20to%20sponsor%20a%20new%20club>

Club Mentor

New Club Mentoring Matters—Give club mentors the knowledge to provide a strong foundation for new clubs.

- Link: <https://www.toastmasters.org/resources/new-club-mentoring-matters-ppt>

Club Coach

First Class Club Coach—A comprehensive guide for preparing and presenting an effective training session for club coaches.

- Link: <https://www.toastmasters.org/resources/first-class-club-coach>

Club Coach Agreement—Fill out this form to appoint one or two club coaches and submit it to World Headquarters.

- Link: <https://www.toastmasters.org/resources/club%20coach%20agreement>

Club Coach Troubleshooting Guide—A guide to help club coaches determine what areas can be improved while in discussions with a struggling Toastmasters club.

- Link: <https://www.toastmasters.org/resources/club-coach-troubleshooting-guide>

Club Coach Program for Districts Flier—Download this handy promotional flier that explains the Club Coach program.

- Link: <https://www.toastmasters.org/resources/930df-club-coach-program-for-districts>

Moments of Truth—Outlines how to create a positive first impression of your club, and recognize and deal with situations critical to club success in English.

- Link: <https://www.toastmasters.org/resources/moments-of-truth>

Develop Your Marketing Strategy

District Success Plan—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.

- Link: <https://www.toastmasters.org/resources/district-success-plan>

District Market Analysis—Develop your District’s marketing plan, goals, and strategies by following this guided step-by-step analysis.

- Link: <https://www.toastmasters.org/resources/district-market-analysis-plan>

District Communication Plan—Use this spreadsheet to define the roles on your PR team, stay organized and locate resources, templates, and examples.

- Link: <https://www.toastmasters.org/membership/leadership/club-officer-tools/club-officer-roles/public-relations>

District Strategies Guide—This guide will prepare you for completing the District Market Analysis Plan and developing strategies and tactics.

- Link: <https://www.toastmasters.org/resources/district-strategies-guide>

How to Build a Toastmasters Club: A Step-by-Step Guide—Includes information for chartering both community and corporate clubs.

- Link: <https://www.toastmasters.org/resources/121-how-to-build-a-toastmasters-club>

Toastmasters Lead Management (TLM) System Best Practices and Guidelines—A tutorial and guide for navigating the system and managing your leads and prospecting activities.

- Link: <https://www.toastmasters.org/resources/toastmasters-lead-management-system-best-practices-and-guidelines>

The Introduction Meeting

All About Toastmasters—This full-color brochure outlines how Toastmasters works and the benefits of becoming a member. Use this marketing material to help explain the Toastmasters process and recruit new members. Available in A4 and letter size.

- Link: <https://www.toastmasters.org/resources/all-about-toastmasters>

The Benefits of Toastmasters Membership—This one-page document outlines the numerous benefits enjoyed by Toastmasters members. Print this helpful resource and use it to help recruit friends, family and members of your community to join your club. Available in A4 and letter size.

- Link: <https://www.toastmasters.org/resources/the-benefits-of-toastmasters-membership>

Corporate Clubs Soft Skills flier—This one-page document identifies the benefits to companies of sponsoring Toastmasters clubs. Include this helpful resource in your corporate club prospecting kit, along with the Develop Your Leaders from Within and All About Toastmasters brochures, Corporate Marketing letter, and the Benefits of Toastmasters and Transform Your Talent fliers. Available in A4 and Letter size.

- Link: <https://www.toastmasters.org/resources/corporate-clubs-soft-skills-flier>

Transform Your Talent flier—Use this to promote Pathways to potential corporate clubs.

- Link: <https://www.toastmasters.org/resources/transform-your-talent-flier>

An Introduction to Community Clubs Slide Presentation—Presentation template for community clubs that discusses the benefits and process of starting a club.

- Link: <https://www.toastmasters.org/resources/an-introduction-to-community-clubs-slide-presentation>

An Introduction to Corporate Clubs Slide Presentation—Presentation template for corporate clubs that discusses the benefits and process of starting a club.

- Link: <https://www.toastmasters.org/resources/an-introduction-to-corporate-clubs-slide-presentation>

The Demonstration Meeting

Find Your Voice—This full-color brochure is an essential marketing material for clubs. It explains how Toastmasters helps improve communication skills, the benefits of being a member, and outlines the Pathways learning experience.

- Link: <https://www.toastmasters.org/resources/find-your-voice>

A Toastmaster Wears Many Hats—An essential booklet for fulfilling club meeting roles.

- Link: <https://www.toastmasters.org/resources/a-toastmaster-wears-many-hats>

Your Path to Leadership— This full-color brochure is an essential marketing material for clubs. It explains how Toastmasters helps improve leadership skills, the benefits of being a member, and outlines the Pathways learning experience.

- Link: <https://www.toastmasters.org/resources/your-path-to-leadership>

The Charter Process

From Prospect to Guest to Member—This full color brochure guides each Toastmaster on a step-by-step path through the new member recruitment process.

- Link: <https://www.toastmasters.org/resources/from-prospect-to-guest-to-member>

Let the World Know—This manual offers practical ideas and advice for reaching large numbers of people with information about your club and the benefits it offers them.

- Link: <https://www.toastmasters.org/resources/let-the-world-know-publicity-and-promotion-handbook>

Member Application (English)—Fill out this application to add a member to a club.

- Link: <https://www.toastmasters.org/resources/membership-application>

Member Application (Translated)—Access and fill out this membership application in different languages to add a member to a club.

- Link: <https://www.toastmasters.org/leadership-central/club-officer-tools/membership-building/membership-applications>

Member Welcome Kit—Give this kit to new members as soon as they are admitted to your club.

- Link: <https://www.toastmasters.org/shop/1167--Member-Welcome-Kit>

How I Would Like to Be Introduced—Whenever you speak, you are the star of the show. Therefore, it is important that you are given an appropriate introduction. By filling out this form, you will be assured of a proper introduction.

- Link: <https://www.toastmasters.org/resources/how-i-would-like-to-be-introduced>

Member Interest Survey—This handbook provides the information you need to conduct dynamic and effective club meetings.

- Link: <https://www.toastmasters.org/resources/member-interest-survey>