



# Club Excellence Curriculum

This curriculum contains resources to assist club officers and District leaders in their club excellence efforts. The club officer section is organized around *Moments of Truth*. The District leader section is organized around the club life cycle, training materials, and more.

## Club Officers

### Foundations

**Club Success Plan**—A form to help clubs create a plan to become a Distinguished Club for the upcoming program year.

- Link: <https://www.toastmasters.org/resources/1111a-club-success-plan>

**Distinguished Club Program**—A manual which explains the Distinguished Club Program, provides guidelines for club success, and the "how-to" in becoming a Distinguished Club.

- Link: <https://www.toastmasters.org/membership/leadership/club-officer-tools/distinguished-club-program-manual>

**Club Quality Checklist**—This checklist offers you the chance to rate your club's strengths and weaknesses against the "ideal."

- Link: <https://www.toastmasters.org/Magazine/Magazine%20Issues/2019/Jan/26%20Club%20Experience>

**Club Leadership Handbook**—An easy-to-use guide with chapters detailing club governance, leadership roles, etc.

- Link: <https://www.toastmasters.org/Membership/Leadership/Club%20Officer%20Tools/Club-Leadership-Handbook>

**Club Officer Tools**—Roles, tutorials, resources, and more for club officers.

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

**Moments of Truth**—Part of The Successful Club Series, 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>

### Moments of Truth: First Impressions

**Find a Club**—Find a Club is often the first place that prospective members interact with your club. Make sure your club's information is up-to-date to make a great first impression.

- Link: <https://www.toastmasters.org/find-a-club>

**Put On a Good Show**—A comprehensive guide to planning, organizing and on-site coordination of training programs, major conferences, banquets and speech contests.

- Link: <https://www.toastmasters.org/resources/put-on-a-good-show>

**Online Guest Packet**—A virtual alternative to the hard-copy guest packets used at in-person meetings.

- Link: <https://toastmasters.org/membership/why-toastmasters>

**Online Membership Application FAQ**—This page includes frequently asked questions related to the online membership application.

- Link: <https://www.toastmasters.org/footer/faq/Online-Membership-Application>

**Prospective Member Management Page**—A page to help you facilitate the journey from first contact, to guest, to Membership Application (this page is only accessible to current club officers).

- Link: <https://www.toastmasters.org/My%20Toastmasters/Profile/Club%20Central/Prospective%20Member%20Management>

**Prospective Member Management & Online Membership Application Webinar**—This webinar demonstrates how to use the Prospective Member Management page and Online Membership Application.

- Link: <https://embedded-links.us-1.lytho.us/links/75d0691c-f8da-4c2f-b5a2-b09a5da1a813>

**Prospective Member Conversion Guide**—Use this guide to help you connect with prospects and grow your club.

- Link: <https://www.toastmasters.org/resources/prospective-member-conversion-guide>

**Prospective Member Follow-Up Email**—Use this email template to help your club reply to prospective members. Customize the email with information about your club and then reply within 48 hours.

- Link: <https://www.toastmasters.org/resources/prospective-member-follow-up-email>

**Magazine Articles**—These magazine articles will help with ideas for making a great first impression.

- From Guest to Member <https://www.toastmasters.org/magazine/magazine-issues/2021/april/from-guest-to-member>

## **Moments of Truth: Membership orientation**

**New Member Orientation PPT**—This New Member Orientation PowerPoint is the perfect way for a club officer or mentor to help a new Toastmasters get off to a strong start. In this presentation, there is information on Pathways, how to get started in Toastmasters, and is customizable for each club to outline their rules and expectations.

- Link: <https://www.toastmasters.org/resources/new-member-orientation>

**Member Interest Survey**—These forms can be used to help plan club programs around needs and interests as well as help members communicate their objectives and goals.

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

**Orienting New Members**— Use this guide to help you orient new members for your club.

- Link: <https://www.toastmasters.org/-/media/files/department-documents/club-documents/online-attendance/orienting-new-members.ashx>

**New Member Experience Survey**—This survey should be given to new members 30 days after they join your club. Use the feedback they provided to close gaps in the guest experience and to ensure new members are set up for success!

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

**New Member Profile**—Have each new member fill out an interview form to determine their goals and how to meet them.

- Link: <https://www.toastmasters.org/resources/new-member-profile-sheet>

### **Moments of Truth: Fellowship, variety, and communication**

**Newsletter template**—Use this template for district and club newsletters and announcements.

- Link: <https://www.toastmasters.org/resources/newsletter-template>

**Successful Club Series**—Modules in this series address the quality of club meetings and offer tips on attracting and maintaining members. A complete set of The Successful Club Series modules, including outlines and PowerPoint presentations.

- Link: <https://www.toastmasters.org/resources/the-successful-club-series-set>

**Better Speaker Series**—The Better Speaker Series modules are designed as 10-15 minute educational speeches to be given in your club. They give practical tips that can be of benefit to all members.

- Link: <https://www.toastmasters.org/resources/the-better-speaker-series-set>

**Leadership Excellence Series**—The Leadership Excellence Series helps members learn the skills they will need to be successful leaders inside and outside Toastmasters.

- Link: <https://www.toastmasters.org/resources/the-leadership-excellence-series-set>

**Master Your Meetings**—This handbook provides the information you need to conduct dynamic and effective club meetings.

- Link: <https://www.toastmasters.org/resources/master-your-meetings>

**Club Events**—This page provides resources to help you prepare for your next club event.

- Link: <https://www.toastmasters.org/leadership-central/club-officer-tools/club-management/club-events>

**Club and District Website Templates**—This page shares how to set up a club or District website using FreeToastHost or WordPress.

- Link: <https://www.toastmasters.org/resources/brand-portal/club-and-district-websites>

### **Moments of Truth: Program planning and meeting organization**

**Master Your Meetings**—This handbook provides the information you need to conduct dynamic and effective club meetings.

- Link: <https://www.toastmasters.org/resources/master-your-meetings>

**Agenda Template**—Use this agenda template for club meetings.

- Link: <https://www.toastmasters.org/resources/club-meeting-agendas>

**Evaluation Resources**—Access the Evaluation Resources for Pathways projects.

- Link: <https://www.toastmasters.org/resources/resource-library?c=%7B01B94FC3-FC65-4308-8CB2-6193718ED156%7D>

**Club Meeting Minutes Template**—Use this template to take notes for your club.

- Link: <https://www.toastmasters.org/resources/club-meeting-minutes>

**Club Meeting Roles**— Share this resource with club members to help them understand meeting roles and to access helpful resources for each role.

- Link: <https://www.toastmasters.org/Membership/Club%20Meeting%20Roles>

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

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

**The Navigator**—The Navigator is your guide to Toastmasters and the Pathways learning experience. Use it to learn about how a club works, key club officers and roles, the importance of evaluations and opportunities you have to grow your communication and leadership skills.

- Link: <https://www.toastmasters.org/the-navigator>

**Pathways**—This page has information about the Pathways learning experience.

- Link: <https://www.toastmasters.org/education/pathways>

**Anatomy of a Toastmasters Meeting**—This document outlines the meeting roles used during a Toastmasters meeting. Share this one-page document with guests and new members to help them understand how a Toastmasters meeting works!

- Link: <https://www.toastmasters.org/resources/anatomy-of-a-toastmasters-meeting>

**Magazine Articles**—These magazine articles will help with ideas program planning and meeting organization.

- Six tips for successful club meetings <https://www.toastmasters.org/magazine/magazine-issues/2022/dec/successful-club-meetings>
- The three R's of preparing to evaluate <https://www.toastmasters.org/magazine/magazine-issues/2020/mar/the-three-rs-of-preparing-to-evaluate>
- Maximize your meeting role lineup <https://www.toastmasters.org/magazine/magazine-issues/2021/april/maximize-your-meeting-role-lineup>

### **Moments of Truth: Membership strength**

**Membership-building programs**—This page describes each of the membership building programs for clubs.

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

**Open houses**— Fill out this template to have a ready-to-go news release promoting a club's open house event.

- Link: <https://www.toastmasters.org/resources/club-open-house-news-release-template>

**Speechcraft**—This page has information about Speechcraft.

- Link: <https://www.toastmasters.org/education/speechcraft>

**Club Marketing Guide**—This helpful guide outlines marketing materials available for clubs to use, as well as tools to help clubs create their own. Use this guide to help your club's marketing efforts, add new members, and set them up for success on their Toastmasters journey!

- Link: <https://toastmasters.org/resources/club-marketing-guide>

**Flier/marketing materials**—Use these marketing materials to help promote your club.

- Link: <https://www.toastmasters.org/resources/resource-library?c=%7B6DD70468-7F9D-4D9C-92CC-7CD0C7CAD75A%7D>

**Magazine Articles**—These magazine articles will help with ideas for membership building and retention.

- 4 Influencers of membership retention: <https://www.toastmasters.org/magazine/magazine-issues/2025/march/4-influencers-of-membership-retention>

- Top (20) tips for membership building: <https://www.toastmasters.org/magazine/magazine-issues/2024/mar/membership-building-tips>
- Keep 'em coming back: <https://www.toastmasters.org/magazine/magazine-issues/2022/may/member-retention>
- Open Houses open doors to new members: <https://www.toastmasters.org/magazine/magazine-issues/2023/mar/open-houses>
- Cost Effective Marketing Techniques: <https://www.toastmasters.org/magazine/magazine-issues/2025/march/cost-effective-marketing-techniques>

## Moments of Truth: Achievement recognition

**Achievements and Awards**—This page has information about the awards you can earn in the Pathways learning experience.

- Link: <https://www.toastmasters.org/education/pathways/achievements-and-awards>

**Member Recognition Certificate**—Club officers can award members in their club this certificate when the member has helped the club reach Distinguished status or higher for the program year.

- Link: <https://www.toastmasters.org/resources/1111b-dcp-member-recognition-certificate>

**Distinguished Club Program**—A manual which explains the Distinguished Club Program, provides guidelines for club success, and the "how-to" in becoming a Distinguished Club.

- Link: <https://www.toastmasters.org/membership/leadership/club-officer-tools/distinguished-club-program-manual>

## Club Life Support

**How to Rebuild a Toastmasters Club**—step-by-step guide for a club coach or club officer including possible solutions and tactics in rebuilding a Toastmasters club.

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

**Tips for Growing and Maintaining a Quality Club**—12 articles to point you in the right direction.

- Link: <https://www.toastmasters.org/Resources/Tips-for-Growing-and-Maintaining-a-Quality-Club>

**Club Coach Program**—This page has information about the Club Coach Program.

- Link: <https://www.toastmasters.org/leadership-central/club-officer-tools/club-management/club-quality/club-coach-program>

## District leaders

### Club Support: New and Prospective Club Support

**Club Sponsors: How to Sponsor a New Club**—Instruction for new club sponsors to help them develop strong new clubs.

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

**Club Mentors: 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 Support: Existing Club Support

**Club Officer Training: Club Officer Training Materials**—This page has materials to support District-sponsored club officer training.

- Link: <https://www.toastmasters.org/leadership-central/district-leader-tools/training/club-officer-training-materials>

**Club Officer Training: Training Activities**—The core sessions of training can be supported by additional training activities.

- Link: <https://www.toastmasters.org/Resources/Resource-Library?c={E57D1EE9-B5B5-4011-AA97-6DF377B8EC81}>

**Area Directors: Area Director Club Visit Report**—The Area Director's Club Visit Report guides Area Directors in evaluating club quality during these visits by assessing the club at each of the Moments of Truth.

- Link: <https://www.toastmasters.org/resources/area-directors-club-visit-report-1471>

**Area Directors: Serving Clubs Through Visits**—A Guide For Area Directors

- Link: <https://www.toastmasters.org/resources/serving-clubs-through-visits-a-guide-for-area-directors>

**Area Directors: Area Council Meetings**—Purpose of Area Council Meetings

- Link: <https://www.toastmasters.org/leadership-central/district-leader-tools/district-management/division-and-area-council-meeting>

### **Club Support: Low-Membership Club Support**

**Club Coach Program: 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 Program**—This page has information and resources about the Club Coach Program.

- Link: <https://www.toastmasters.org/leadership-central/club-officer-tools/club-management/club-quality/club-coach-program>

### **Supporting Club Quality through District Leaders and Activities**

**Division and Area Director Training Materials**—These programs should be used as the core curriculum for training Division and Area Directors in every District.

- Link: <https://www.toastmasters.org/leadership-central/district-leader-tools/training/division-and-area-directors-training-materials>

**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>

**District Incentives Tips**—This brochure helps with designing and implementing District-level incentive programs in support of District goals.

- Link: <https://toastmasterscdn.azureedge.net/medias/files/department-documents/district-documents/741-district-incentives-tips-brochure.pdf>

**Incentives Idea Generator**—Use the Incentive Idea Generator to design incentives that motivate your members and leaders in achieving the District mission.

- Link: <https://toastmasterscdn.azureedge.net/medias/files/department-documents/district-documents/ti-incentives-idea-generator.xlsx>

**Brand Portal**—Consistent branding strengthens awareness of Toastmasters and improves engagement with your audience.

- Link: <https://www.toastmasters.org/resources/brand-portal>

**Division Council Meetings**—Purpose of Division Council Meetings

- Link: <https://www.toastmasters.org/leadership-central/district-leader-tools/district-management/division-and-area-council-meeting>

**Dashboard Quick Guide**—A starter guide to understanding the Toastmasters Dashboard in relations to your District goals.

- Link: <https://dashboards.toastmasters.org/docs/Dashboard%20Guide.pdf>