



TOASTMASTERS
INTERNATIONAL



**WHERE LEADERS
ARE MADE**

HOW TO BE A DISTINGUISHED CLUB

The Successful Club Series

TOASTMASTERS INTERNATIONAL®



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THE SUCCESSFUL CLUB SERIES

Toastmasters International's *The Successful Club Series* (Item 289) is a set of presentations addressing the subject of quality club meetings. Members learn about the skills and criteria they need to achieve for their club to be successful.

Most presentations in *The Successful Club Series* may be offered by any club member and require 10 to 15 minutes to present.

CONDUCTING THE PROGRAM

How to Be a Distinguished Club discusses the importance and benefits of becoming Distinguished through club planning, goal setting, goal achievement, and recognition. *How to Be a Distinguished Club* includes four parts to equip you for your presentation:

- ▶ Definition and explanation of the presentation
- ▶ Guidelines for your introduction to the audience
- ▶ Outline for the development of your speech
- ▶ PowerPoint presentation

In Your Own Words

The outline is not a script and should not be read word-for-word. Instead, use the document as a guide for presenting the material in your own words and with your own narrative style. The outline is a structure on which to build your presentation. Use the points of the outline to develop your speech, but be the author of your own oration.

Here are some tips for using this outline to develop and deliver your presentation:

- ▶ Study the outline carefully. Familiarize yourself with the general structure. Preparation is the key to a successful presentation.
- ▶ Use the outline to build your own speech using your own words. Prepare notes indicating where you wish to pause, gesture, or add special verbal emphasis. Highlight key words or sentences.
- ▶ Be expressive when delivering your speech. Use all of the presentation skills you have learned as a Toastmaster.

USING VISUAL AIDS EFFECTIVELY

Visual aids add interest to any presentation and help your audience retain information. If you plan to use the PowerPoint slides for this presentation as visual aids, make sure you have the equipment and technology needed to share the slides with your audience. It is recommended that you test your technology and equipment in advance. In the outline, there are indications for placement of the PowerPoint slides. Each is numbered. For example, V1 refers to the first visual.

Please note that the first slide in the PowerPoint is a title slide and is not included in this numbering system.

If your presentation is taking place in a fully in-person format but you do not have the equipment needed to share the PowerPoint, you could create a flip chart using the visuals from the slides.

Follow these tips when using visual aids in an in-person setting:

- ▶ Set them up and test them before the meeting begins. Place them so they are easily visible to listeners.
- ▶ Bring backup equipment in case your technology fails.
- ▶ Display your visuals only when they are needed. If you are using a flip chart, flip the page back out of view when you are finished with it.
- ▶ Remember not to stand between the screen or flip chart and your audience or you will block their view.
- ▶ Maintain eye contact with your listeners. If you must turn your back to point out something, pause as you point it out, and then resume speaking only after you are once again facing your audience.

Follow these tips when using visuals in the online or hybrid setting:

- ▶ Share your screen. Be sure your PowerPoint presentation is visible in the room and on the screens of those members participating from another location.
- ▶ Consider having someone else share the visuals so you can maintain eye contact with the camera.
- ▶ Consider an online whiteboard when sharing information, as it will be visible to both members in the room and those participating online.
- ▶ Consider enlisting the assistance of a partner to join the meeting on their computer in the room with you so that they can facilitate the remote attendees and monitor what is happening online. This is a good practice for all hybrid meetings.
- ▶ Test your online platform and technology before the meeting begins. Have an online participant confirm they can see everything as expected.
- ▶ Forgo visual aids altogether if you cannot be sure they will work for everyone in attendance.
- ▶ Share any handouts or other documents you use as part of your presentation with all attendees in advance or via the chat function of your meeting app so that all participants have access to them at the same time.

BENEFITS AND OPPORTUNITIES

By giving this presentation, you will be helping your club build excellence and move toward the possibly of becoming a Distinguished club--or reaching an even greater Distinguished status.

Because this is an outlined presentation, it does not count as credit toward Pathways. However, it does provide a good opportunity for you to further practice speaking and build your presentation skills.

HOW TO BE A DISTINGUISHED CLUB

Introducing the Presenter

TIPS FOR THE PRESENTER: WRITE YOUR INTRODUCTION

All prepared speeches in Toastmasters require an introduction. A proper introduction of you and your speech is important to the success of your presentation. Use the following as a guide in writing your introduction:

- ▶ Include the purpose of *The Successful Club Series*.
- ▶ Explain why achieving Distinguished is important for a Toastmasters club, stating the purpose and one or more objectives of your presentation.
- ▶ Incorporate some background about yourself.
- ▶ Give your finished introduction to the person who will be introducing you.

TIPS FOR THE INTRODUCER

- ▶ Ask the presenter any clarifying questions.
- ▶ Rehearse the introduction.

HOW TO BE A DISTINGUISHED CLUB

Outline

A club's purpose is to provide an environment in which each member can achieve their goals. When a club offers plenty of speaking opportunities, provides helpful speech evaluations, and has enough members to conduct the program, members' personal learning goals are achieved.

Just as each member has their own goals, the club, likewise, has goals to accomplish. When each member strives to reach these objectives, the purpose of the club is fulfilled and the member experience is enriched.

CLUB GOALS

V1

Two important areas of achievement for any club are education awards and membership growth. A club's success in helping its members learn speaking and leadership skills is measured by the education awards that members earn.

QUALIFYING REQUIREMENT

V2

A qualifying requirement is a prerequisite or prior condition for participation in the program. If any qualifying requirement is not met, your club may not earn Distinguished recognition even if all of its goals are met.

To be eligible for recognition, a club must be in good standing according to Policy 2.0: Club and Membership Eligibility, Section 4: Good Standing of Clubs . It must also meet the qualifying requirement of having either 20 members or a net growth of at least three new, dual, or reinstating members as of June 30. Transfer and honorary members do not count toward the qualifying requirement. Finally, clubs also must submit a Club Success Plan by September 30.

GOALS TO ACHIEVE

V3

Following are the goals clubs should strive to achieve during the year:

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 achieve

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

V5

RECOGNITION

When a club meets all qualifying requirements and also does the following, it is eligible for Distinguished Club recognition at year-end:

Membership as of June 30th*	Achievement	Recognition Earned
20 total members or a net growth of 3	Achieve five of 10 goals	Distinguished
20 total members or a net growth of 5	Achieve seven of 10 goals	Select Distinguished
20 total members	Achieve nine of 10 goals	President's Distinguished
25 total members	Achieve 10 of 10 goals	Smedley Distinguished

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

REPORTS

Regular feedback is an important part of any recognition program. When you are working toward recognition, you need to know your current progress. The Toastmasters website at dashboards.toastmasters.org provides an online report on if your club has met all requirements and your club's progress toward the 10 goals. Updates are available daily. At the beginning of each month while World Headquarters completes processing of the previous month, the dashboards will reflect business from the prior month. Our month-end closing dates can be found at toastmasters.org/Membership/Leadership/Month-end-closing-dates.

THE DISTINGUISHED CLUB PROGRAM AND CLUB SUCCESS PLAN

The *Distinguished Club Program* (Item 1111) explains both the goals and rules that need to be followed. It is available as a digital resource toastmasters.org/1111.

Presenter

Following your presentation, share a digital copy of the *Distinguished Club Program* manual and the Club Success Plan with attendees so they can review it.

V6

CLUB SUCCESS PLAN

It's not enough to just set goals. A plan must be developed to achieve the goals, monitor progress and, if necessary, alter strategies to achieve Distinguished recognition.

A planning document was created called the **Club Success Plan** that makes it easy for a club to do all of these things.

The Club Executive Committee evaluates current situations, establishes specific goals, and develops strategies that can be used to achieve success. The plan also calls for club officers to identify assignments, develop a timetable, and track accomplishments.

Club officers review online reports and meet regularly to evaluate progress and then make adjustments as needed.

MOTIVATION

V7

Why is it important that a club becomes Distinguished? When a club possesses characteristics of quality, the member experience—your experience—is enhanced. A Distinguished club provides every member with the same excellent learning environment and opportunities. When a club becomes Distinguished, the quality is evident to both current and potential members.

V8

Earning recognition for a club isn't something anyone accomplishes alone. 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. Every club member is part of the team, not only club officers.

When a club participates in the Distinguished Club Program and achieves Distinguished recognition, everyone benefits.

Speech Evaluation

As with any speech, be sure to speak to your Vice President Education and plan ahead to have your speech evaluated. The Generic Evaluation Resource (Item 8053) works well for this speech and is included at the end of this manual, but you may also choose to use a specialty evaluation, such as the evaluation from the Effective Body Language Evaluation Resource (Item 8203E) if you are focused on enhancing your gestures or the Speech Profile (Item 8104E2) if you are working on your vocal variety.

EVALUATION RESOURCE

Member Name _____ Date _____

Evaluator _____ Speech Length: 5–7 minutes

Speech Title

Purpose Statement

The purpose of this speech is defined by the member. The member may present a well-organized, well-supported speech on any topic.

Notes for the Evaluator

The member completing this speech may be presenting on any topic. He or she may be speaking to fulfill a Pathways project or about a topic outside of the Pathways learning experience.

About this speech:

- The member will present a well-organized, well-delivered speech.
- The speech may be humorous, informational, or any style the member chooses. The speech content and style should work well together.
- This speech should not be a report on the content of any Pathways project.

General Comments

You excelled at:

You may want to work on:

To challenge yourself:

For the evaluator: In addition to your verbal evaluation, please complete this form.

	Exemplary	Excels	Accomplished	Emerging	Developing
Clarity: Spoken language is clear and is easily understood	5	4	3	2	1
Comment:					
Vocal Variety: Uses tone, speed, and volume as tools	5	4	3	2	1
Comment:					
Eye Contact: Effectively uses eye contact to engage audience	5	4	3	2	1
Comment:					
Gestures: Uses physical gestures effectively	5	4	3	2	1
Comment:					
Audience Awareness: Demonstrates awareness of audience engagement and needs	5	4	3	2	1
Comment:					
Comfort Level: Appears comfortable with the audience	5	4	3	2	1
Comment:					
Interest: Engages audience with interesting, well-constructed content	5	4	3	2	1
Comment:					
Well Supported: Speech content is well-supported and sources are available if requested	5	4	3	2	1
Comment:					

EVALUATION CRITERIA

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

Audience Awareness

- 5 – Engages audience completely and anticipates audience needs
- 4 – Is fully aware of audience engagement/needs and responds effectively

- 3 – Demonstrates awareness of audience engagement and needs
- 2 – Audience engagement or awareness of audience requires further practice
- 1 – Makes little or no attempt to engage audience or meet audience needs

Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

Well Supported

- 5 – Delivers exemplary speech with a topic that is well-supported by content of the speech
- 4 – Speech is excellent with a topic that is well-supported by content of the speech
- 3 – Speech topic is well-supported by content of speech
- 2 – Speech contains content that supports the topic though some content may seem disconnected
- 1 – Speech content is unrelated to the topic of the speech





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