



Club Success Plan

Club Number _____

TEAM COMPOSITION

Name the members of the Club Executive Committee (all seven officers and the Immediate Past President):

CORE VALUES

Toastmasters International's core values are integrity, respect, service, and excellence. These values should be incorporated into every decision made at all levels within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and envisioned future.

What are the Club Executive Committee's values?

TEAM OPERATING PRINCIPLES

What principles does the Club Executive Committee hold? (These principles might include trust, safe learning, collaboration, etc.)

POTENTIAL OBSTACLES

What obstacles will the Club Executive Committee have to consider when strategizing? (These obstacles might include conflicting personal commitments, for example.)

MEETING PROTOCOL

In general, how will the Club Executive Committee process tasks? (For example, consider how often to meet or call, what the meeting practices will be, etc.)

TEAM INTERACTIONS AND BEHAVIORAL NORMS

How will decisions be made?

What will be the Club Executive Committee's method of communication? Determine the first preference, second preference, and so on.

What will the communication parameters be? (Parameters might include whether the Club Executive Committee communicates by phone or email.) How long will meetings last? How often will the committee members communicate with each other and with the Area Director?

How will the Club Executive Committee resolve differences of opinion?

How will the Club Executive Committee members support one another?

How will the Club Executive Committee be held accountable for its responsibilities?

How will the Club Executive Committee and supporting members be recognized for their efforts?

STARTING POINT

What is your club's membership base? _____

Qualifying Requirement

To be considered for recognition, your club must have either 20 members or a **net growth** of at least five new members as of June 30.

How many members does your club aim to have as of June 30? _____

How much net growth does your club aim to have as of June 30? _____

Goals to Achieve

Achievement	Recognition Earned
Achieve five of 10 goals	Distinguished Club
Achieve seven of 10 goals	Select Distinguished Club
Achieve nine of 10 goals	President's Distinguished Club

How many of the 10 goals does your club aim to achieve? _____

EDUCATION: GOALS 1 THROUGH 6

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, Level 5, or DTM award achieved
6. One more Level 4, Level 5, or DTM award achieved

Situation Analysis

The purpose of a situation analysis is to assess the state of your club right now. Only once your club identifies where it is can you plan where it is going.

Review the current situation in your club regarding educational goals.

How will your club support its mission to add new members?

How will your club prepare its new members to work in Pathways? Who will be responsible for showing them around Base Camp?

What actions are being taken to motivate members to attend club meetings and sign up for meeting roles?

What obstacles keep members from being engaged in the club meeting?

How will your club support its existing members to keep active in Pathways?

What is the club's action plan for preparing and collecting renewals? Who will be responsible? What is the club's plan to help members renew on time, especially non-active members?

When was the last time the club conducted Moments of Truth? What were the results, and how can the club use these results in their planning?

What is the current status of club members in the education program? Who is due to earn an education award?

How motivated are members to progress through the education program?

What obstacles keep members from completing projects?

How familiar are members with the education program?

How does your club promote the education program?

Additional notes:

Education Action Plan

Identify the actions your club will take to meet the needs identified in the situation analysis.

Education Action 1

Describe how to help members complete Levels 1 and 2 in Pathways. Specifically, what action will be taken? Refer to this action as Education Action 1.

Resources for Education Action 1

Your club has many resources at its disposal—equipment, materials, people, and potential funding. Committees can be formed to carry out specific goals, especially when certain members are interested or have skills in a given field.

What equipment, materials, funding, or people—individuals or committees—can be used to help accomplish Education Action 1?

Assignment for Education Action 1

In creating a plan, it is important to assign an individual or a group to each action. This way, the responsible party is held accountable for the completion of the assigned action.

Who is responsible for Education Action 1? If it is a committee, who are the members of the committee and what is each person's specific responsibility?

Timetable for Education Action 1

Determining a timetable allows the Club Executive Committee to track progress toward each goal. Once the timetable is defined, the committee should review it periodically to determine whether your club is on track to complete each action or if adjustments must be made to reach the goal.

When will Education Action 1 begin?

When will Education Action 1 be complete?

How will progress be tracked?

Education Action 2

Consider how to address the needs of members so they can complete Levels 2 and 3 in Pathways. Specifically, what action will be taken? Refer to this action as Education Action 2.

Resources for Education Action 2

What equipment, materials, funding, or people—individuals or committees—can be used to help accomplish Education Action 2?

Assignment for Education Action 2

Who is responsible for Education Action 2? If it is a committee, who are the members of the committee and what is each person's specific responsibility?

Timetable for Education Action 2

When will Education Action 2 begin?

When will Education Action 2 be complete?

How will progress be tracked?

Education Action 3

Describe your approach to helping members earn DTM awards or complete Levels 4 and 5 in Pathways. Specifically, what action will be taken? Refer to this action as Education Action 3.

Resources for Education Action 3

What equipment, materials, funding, or people—individuals or committees—can be used to help accomplish Education Action 3?

Assignment for Education Action 3

Who is responsible for Education Action 3? If it is a committee, who are the members of the committee and what is each person's specific responsibility?

Timetable for Education Action 3

When will Education Action 3 begin?

When will Education Action 3 be complete?

How will progress be tracked?

MEMBERSHIP: GOALS 7 AND 8

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

Situation Analysis

Review the current situation in your club regarding membership.

What is the current membership situation? On average, how many new members join your club each year?

What are your club's current obstacles in achieving its membership goals?

How will your club plan and coordinate contacting your non-renewing and non-participating members to encourage them to participate in the club again?

Additional notes:

Membership Action Plan

Membership Action 1

Describe how your club will gain four new, dual, or reinstating members. Specifically, what action will be taken? Refer to this action as Membership Action 1.

Resources for Membership Action 1

What equipment, materials, funding, or people—individuals or committees—can be used to help accomplish Membership Action 1?

Assignment for Membership Action 1

Who is responsible for Membership Action 1? If it is a committee, who are the members of the committee and what is each person’s specific responsibility?

Timetable for Membership Action 1

When will Membership Action 1 begin?

When will Membership Action 1 be complete?

How will progress be tracked?

Membership Action 2

Describe how your club will gain four more new, dual, or reinstating members. Specifically, what action will be taken? Refer to this action as Membership Action 2.

Resources for Membership Action 2

What equipment, materials, funding, or people—individuals or committees—can be used to help accomplish Membership Action 2?

Assignment for Membership Action 2

Who is responsible for Membership Action 2? If it is a committee, who are the members of the committee and what is each person’s specific responsibility?

Timetable for Membership Action 2

When will Membership Action 2 begin?

When will Membership Action 2 be complete?

How will progress be tracked?

TRAINING: GOAL 9

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

Situation Analysis

Review the current situation in your club regarding training.

What is the current training situation? On average, how many club officer roles are trained each year?

What are your club's current obstacles in achieving its training goals?

Additional notes:

Training Action Plan

Training Action 1

Describe how your club will ensure that four club officer roles are trained between **June 1** and **August 31**. For newly chartered clubs, view the Goal 9 chart that appears on page 9 of this manual for training requirement guidelines. Specifically, what action will be taken? Refer to this action as Training Action 1.

Resources for Training Action 1

What equipment, materials, funding, or people—individuals or committees—can be used to help accomplish Training Action 1?

Assignment for Training Action 1

Who is responsible for Training Action 1? If it is a committee, who are the members of the committee and what is each person's specific responsibility?

Timetable for Training Action 1

When will Training Action 1 begin?

When will Training Action 1 be complete?

How will progress be tracked?

Training Action 2

Describe how your club will ensure that four club officer roles are trained between **November 1** and **February 28** (or February 29 in leap years). For newly chartered clubs, view the Goal 9 chart that appears on page 9 of this manual for training requirement guidelines. Specifically, what action will be taken? Refer to this action as Training Action 2.

Resources for Training Action 2

What equipment, materials, funding, or people—individuals or committees—can be used to help accomplish Training Action 2?

Assignment for Training Action 2

Who is responsible for Training Action 2? If it is a committee, who are the members of the committee and what is each person's specific responsibility?

Timetable for Training Action 2

When will Training Action 2 begin?

When will Training Action 2 be complete?

How will progress be tracked?

ADMINISTRATION: GOAL 10

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

Situation Analysis

Review the current situation in your club regarding administration.

What are your club's current obstacles in achieving its administration goals?

Additional notes:

Administration Action Plan

Administration Action 1

Describe how your club will ensure that membership dues accompanied by the names of eight members (at least three of whom must be renewing members) are received by World Headquarters for the current dues period (on or before **October 1** or **April 1**). Specifically, what action will be taken? Refer to this action as Administration Action 1.

Resources for Administration Action 1

What equipment, materials, funding, or people—individuals or committees—can be used to help accomplish Administration Action 1?

Assignment for Administration Action 1

Who is responsible for Administration Action 1? If it is a committee, who are the members of the committee and what is each person's specific responsibility?

Timetable for Administration Action 1

When will Administration Action 1 begin?

When will Administration Action 1 be complete?

How will progress be tracked?

Administration Action 2

Describe how your club will ensure a club officer list is received by World Headquarters on or before **June 30** and/or **December 31** (if the club elects semiannually). Specifically, what action will be taken? Refer to this action as Administration Action 2.

Resources for Administration Action 2

What equipment, materials, funding, or people—individuals or committees—can be used to help accomplish Administration Action 2?

Assignment for Administration Action 2

Who is responsible for Administration Action 2? If it is a committee, who are the members of the committee and what is each person's specific responsibility?

Timetable for Administration Action 2

When will Administration Action 2 begin?

When will Administration Action 2 be complete?

How will progress be tracked?

SIGNATURES

President

Date

Vice President Education

Date

Vice President Membership

Date

Vice President Public Relations

Date

Secretary

Date

Treasurer

Date

Sergeant at Arms

Date

Immediate Past President

Date

Club member and role

Date

Club member and role

Date

Club member and role

Date

DISTINGUISHED CLUB PROGRAM GOALS

Toastmasters Year: _____

QUALIFYING REQUIREMENT

To be considered for recognition, your club must either have 20 members or a **net growth** of at least five new members as of June 30. Transfer members do not count toward this total until their membership has been paid and is current in their new club, at which point they will be considered a renewing member.

GOALS TO ACHIEVE

Following are the goals your club should strive to achieve during the year:

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, Level 5, or DTM award achieved
6. One more Level 4, Level 5, 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 the **qualifying requirement** and also does the following, it is eligible for Distinguished Club recognition at year-end:

Achievement	Recognition Earned
Achieve five of 10 goals	Distinguished Club
Achieve seven of 10 goals	Select Distinguished Club
Achieve nine of 10 goals	President's Distinguished Club

Check your progress at www.toastmasters.org/distinguishedperformancereports.

CLUB RESOURCES

Membership Applications	www.toastmasters.org/MembershipApps
<i>Moments of Truth</i> (Item 290)	www.toastmasters.org/290
Success 101 (Item 1622)	www.toastmasters.org/1622
Brand Portal	www.toastmasters.org/BrandPortal
<i>Master Your Meetings</i> (Item 1312)	www.toastmasters.org/1312
<i>Membership Growth</i> (Item 1159)	www.toastmasters.org/1159
<i>Put on a Good Show</i> (Item 220)	www.toastmasters.org/220
<i>Finding New Members for Your Club</i> (Item 291)	www.toastmasters.org/291
Questions about the Distinguished Club Program	membership@toastmasters.org
Questions about club officers	clubofficers@toastmasters.org
Finding District contacts, your club's Area Director and a listing of District websites	www.toastmasters.org/DistrictWebsites
<i>Toastmaster</i> magazine	www.toastmasters.org/Magazine
Open House PowerPoint	www.toastmasters.org/228PPT
Open House News Release Template	www.toastmasters.org/931COH
Open House Resources	www.toastmasters.org/OpenHouse
Club Meeting Invitations	www.toastmasters.org/VBP009
<i>Let the World Know: Publicity and Promotion</i>	www.toastmasters.org/1140

NOTES