

Things to Remember When Chartering New Clubs

Finding Leads

- Corporate: Any organization with more than 200 employees can be considered. Is there a club at your current job? Are there other Toastmasters at your current job, but no club? There's your demo team.
- Community: Look on a map to find new locations and territory that has no club. Reach out to local chamber of commerce, community groups, church, senior center, township, community associations, and any other public organizations for possibilities.
- Bear in mind that districts may provide awards for members who find leads that become clubs.

Club Building/ Demo Meeting

- Review the TI booklet "How to Build a Toastmasters Club":
<https://www.toastmasters.org/~media/7f6b7a41b3d84d41b2a78c36a5455270.ashx>
This includes all of the charter forms you will need.
- Involve future members of the new club in the demo (as speakers, timer, ah counter...)
- If it will be a corporate club:
 - o Get buy-in from HR, from corporate training, or from whatever department is appropriate. Corporate clubs are more successful if there is a "Toastmasters champion" at the facility.
 - o Consider setting up a table in the cafeteria or lobby (or some common area) about 1 week before the demo, to get the word out and to get potential members excited
- If it will be a community club:
 - o Confirm that the neighborhood around the proposed meeting location is safe and has adequate parking
 - o Consider a location near a main street or "downtown" area (to give members the option of meeting for dinner before/coffee after the meeting as a way to encourage attendance)
 - o Recruit a core group of members to build the club
 - o Start a Facebook/Meetup page to generate social media PR
- Confirm sponsor/mentor assignments with CGD (get sponsor & mentor member #s for charter forms)
 - o Sponsors and mentors may use this assignment as an HPL project or another Pathways project
- Plan for no more than 2 speakers to allow time on the agenda for Toastmasters Q&A
- If you are Toastmaster:
 - o Remember to explain each role (and remind others in meeting roles to do so)
 - o Pay attention to names of attendees (this also applies to the TT Master)

Conduct of Demo Meeting

- Have the following paperwork available at the meeting:

Compliments of Anne Gilson, DTM, PDG 83, PRA

- All charter forms including charter membership applications (bring more applications than you think you will need!)
- Extra copies of the Ice Breaker outline & evaluation form
- Officer role information
- Meeting role information
- Agendas
- Sign-in sheet
- Promotional material/extra Toastmaster magazines
- Remind the club that you (and the club sponsors) would like to sit with the officers for approximately one hour after the demo to fill out the paperwork. Fill out as many of the charter forms as possible immediately after the demo. Leave one copy of the completed paperwork with the club and ask a sponsor to hold on to an extra copy...just in case.
- Encourage corporate club members to pay their own dues. Suggest some sort of dues reimbursement for active members (example: any member who completes at least 5 speeches or other meeting roles in a 6-month period could be eligible) if the corporation wants to sponsor club dues. This will both encourage member participation and give the members some “skin in the game” as Toastmasters.

Sponsor and Mentor Roles

- Sponsors: Assist club as much as possible in the recruitment of at least 20 members. Review charter paperwork with club after demo. Keep a copy. Ensure that the club has promotional material, information about meeting roles including the Ice Breaker speech, and information about officer roles. Be available for the club after charter if they have additional questions. Maintain club social media until the club VP-PR is elected and ready to take over.
- Mentors: Follow the club for at least 6 months after the club charters. Attend as many of their club and executive committee meetings as is feasible. Help establish best practices that will take them forward.
- To receive credit as a sponsor or mentor:
 - Sponsors and mentors will receive a letter (mostly likely by e-mail) from TI after the club charters. This will need to be filled in with the club number, signature of club president, and signature of sponsor/mentor, and returned to TI. If you are a sponsor, do not file an award application immediately after the club charters; wait for the letter. If you are a mentor, do not return the letter back until at least 6 months after the club charters.
 - Alternatively, **for sponsors only**: as soon as the club is listed on the New Clubs dashboard, the club president can send an e-mail to TI stating that a sponsor has fulfilled his or her requirements for the role. This e-mail must include the sponsor’s member number, the new club number, and the new club name.
 - After you send your letter back or verify that the club president has e-mailed confirmation, check the New Club Sponsors and Mentors list on the dashboard. Your name will appear as “pending” as soon as the club charters and will be listed as “awarded” once the letter or e-mail is received by TI.

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Establishment of Club

- Before the charter application is sent to TI, confirm the following:
 - o If checks are being submitted, all should be made out to Toastmasters International
 - o If credit cards are being used for payment, all applicable card information and cardholder signature should be included
 - o All membership applications are signed by applicant and an officer
 - o Appropriate payment information is listed on each membership application
 - o Charter forms are signed by president and secretary as applicable
 - o A summary payment sheet is included
- Dues: \$125 charter fee (if not previously paid) + \$20 new member fee + at least \$45 per member (for 6 months' dues).
 - o If the club is ready to charter in the middle of a dues period, suggest sending in the 6 months' of TI dues plus the additional few months to cover the current period, to eliminate confusion later.
 - Example: A club that charters in August should ask each member to pay \$60.00 (\$15.00 for August and September plus \$45.00 for October through March). Otherwise, the club will be billed in September for that additional \$15.00 per member - and will wonder why.
 - o Clubs can send in up to \$90 (one year's worth) of dues at charter for each member.
- If a club does not elect all 7 officers, it can charter with a minimum of 3 officers (a president, secretary, and one VP).
- If a club decides to elect multiple individuals for one role, ensure that the officers understand that one person will be the "officer" and the other will be the "assistant" since only one person can have the title and be appropriately credited for each officer role. (This is a good problem for a club to have!)
- FOLLOW UP with club & sponsors on progress to charter. Follow up with TI (through the CGD) as needed if the club appears on the Prospective Clubs dashboard with some items noted as missing or incomplete.
- Provisional clubs need at least 20 paid members to charter. In most cases, no more than 3 of these members should be current members or former members who have lapsed for less than two years.
- If any member of the club (sponsor, mentor, or otherwise) is a member of only one other club, he/she could transfer their membership to the new club at charter to help the club reach 20.
- Area Directors should confirm club's area assignment with District Director/CGD before the charter is returned.

After Charter

- Suggest that the club officers attend COT ASAP. If a club charters at a time of the year in which they missed formal officer training, schedule an informal training session for the club's officers. This will NOT count towards the club's DCP goals, but will give the club officers the benefit of a greater understanding of their roles.
- Work with your district PQD to plan a Pathways working session with the club, to assist members in choosing a path and accessing Base Camp for the first time.

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- For US clubs: Suggest that the club open its own bank account once the President receives the EIN number. (The EIN number will be sent to the club President and will have his/her name on it, but will stay with the club.)
- Work with the club and District Trio to plan the charter ceremony. Charter forms will be sent to the District Director approximately 4-6 weeks after charter.

And Always Remember...

New clubs don't charter by themselves. Always keep your CGD informed of progress - and hurdles.

If you have any questions along the way, ASK!