



TOASTMASTERS INTERNATIONAL DISTRICT **RECOGNITION** PROGRAM



**WHERE LEADERS
ARE MADE**



TOASTMASTERS INTERNATIONAL
DISTRICT **RECOGNITION** PROGRAM

TOASTMASTERS INTERNATIONAL

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www.toastmasters.org/members

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**WHERE LEADERS
ARE MADE**

TABLE OF CONTENTS

- Mission, Vision, and Values** 5
 - Mission of Toastmasters International 5
 - Mission of the District 5
 - Mission of the Club 5
 - Vision of Toastmasters International 5
 - Values of Toastmasters International 5

- Introduction** 6
 - Foundation for Success 6
 - The Importance of Teamwork 7
 - Program Overview 8
 - Program at a Glance 9
 - Terminology and Program Specifications 9
 - Limitations 9
 - Qualifying Requirements 9
 - Club Base 9
 - Membership Payments Base 9
 - Paid Club 10
 - Club or Membership Net Growth or Loss 10
 - Membership Payments at Year-end 10
 - Number of Paid Clubs at Year-end 10
 - Submitting Materials 10

- Program Foundation** 11
 - The Distinguished Club Program 11
 - Qualifying Requirements 11
 - Distinguished, Select Distinguished, and President’s Distinguished Recognition 11
 - Tracking Progress 11
 - Awards 12

District Recognition Program Defined	13
Distinguished Area Program	13
Qualifying Requirements	13
Distinguished, Select Distinguished, and President’s Distinguished Recognition	13
Tracking Progress	13
Awards	13
Area Governor’s Club Visits	13
Planning and Stretching	19
Area Success Plan	19
Distinguished Division Program	29
Qualifying Requirements	29
Distinguished, Select Distinguished, and President’s Distinguished Recognition	29
Tracking Progress	29
Awards	29
Planning and Stretching	29
Division Success Plan	30
Distinguished District Program	40
Qualifying Requirements	40
Distinguished, Select Distinguished, and President’s Distinguished Recognition	40
Tracking Progress	40
Awards	41
Division and Area Governor Training	41
Planning and Stretching	45
District Success Plan	45
Plan at a Glance	59

MISSION, VISION, AND VALUES

Mission of Toastmasters International

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening, and thinking — vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of member clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

Mission of the District

The mission of the district is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the district, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- ▶ Focusing on the critical success factors as specified by the district educational and membership goals.
- ▶ Ensuring that each club effectively fulfills its responsibilities to its individual members.
- ▶ Providing effective training and leadership-development opportunities for club and district officers.

Mission of the Club

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

Vision of Toastmasters International

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

Values of Toastmasters International

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization, and we believe we should incorporate them as anchor points in every decision we make. Our core values provide us with a means of not only guiding but also evaluating our operations, our planning, and our vision for the future.

INTRODUCTION

The foundation of the new District Recognition Program is the **Distinguished Club Program** (DCP). This focus on club quality and member satisfaction has resulted in exciting changes to the recognition program, aligning the Distinguished Club, Area, Division, and District programs. In this manual, district leaders learn about new recognition requirements for areas, divisions, and districts.

The new District Recognition Program — which encompasses the Distinguished Area, Division, and District Programs — takes effect July 1, 2012, the start of the 2012–2013 Toastmasters program year.

There are many improvements to the new District Recognition Program:

- ▶ It maximizes leadership opportunities and provides tools for district leaders to be successful.
- ▶ The new guidelines are easy to understand.
- ▶ Goals are more meaningful and attainable.
- ▶ There is no limit to the number of areas, divisions, and districts that can achieve Distinguished, Select Distinguished, and President's Distinguished recognition. This encourages participation at all levels and provides expanded opportunities for achievement and recognition.

Foundation for Success

All levels of the District Recognition Program are focused on promoting, developing, and sustaining quality clubs. When clubs possess characteristics of quality, the member experience is enhanced. A primary objective of areas, divisions, and districts is to support clubs in providing the best possible member experience thereby improving member retention.

How can you create the best possible member experience in clubs in your area, division, or district? First impressions are crucial. As a Toastmasters leader, you want every new and prospective member's initial interaction with the club to be a positive one. Toastmasters defines these decisive times when initial impressions are being created as Moments of Truth.

Moments of Truth

First Impressions	Clubs ensure that guests' experiences and observations become first impressions that encourage them to return.
Membership Orientation	Clubs acquaint new members with the Toastmasters education and recognition programs, their responsibility to the club, and the club's responsibility to the member.
Fellowship, Variety, and Communication	Clubs offer a warm, friendly, and supportive environment that encourages enjoyable learning.
Program Planning and Meeting Organization	Club meetings are carefully planned, with well-prepared speakers and useful evaluations.
Membership Strength	Clubs have sufficient numbers of members to provide leadership and fill meeting and committee assignments. Clubs participate in membership-building and retention practices.
Achievement Recognition	Clubs monitor members' progress toward goals, submit completed award applications immediately, and consistently recognize member achievement.

When put into action, the six Moments of Truth form the road map to realizing Toastmasters' mission, vision, and core values. They are critical elements for success and distinction that transform successful clubs into Distinguished ones. Distinguished clubs, in turn, are the basis for Distinguished areas, divisions, and districts. Renewing focus on the club and the member benefits everyone.

Let *Moments of Truth (Item 290)*, part of the Successful Club Series, be your guide to delivering quality service and outstanding member experiences.

The Importance of Teamwork

Earning recognition for your area, division, or district isn't something that you can accomplish by yourself. 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. Teams are the most effective way of meeting your area, division, and district goals.

Build rapport by getting together with your leadership team frequently. Invite members and your area, division, or district council to join you in discussing the vision for your area, division, or district. What do you want to accomplish this year? What do you want to accomplish in years to come? The vision should be both attainable and inspiring so that others are motivated to get involved and help the team's effort.

Once you have recorded your vision, identify your goals and the strategies that you'll use to achieve them. Goals must be clearly defined. Are the skills and talents of some of your team members a great fit with certain tasks? Determine who will take what roles and the responsibilities of each member.

Empower volunteers with the resources they need to get the job done. Be sure to meet regularly to evaluate your progress and make adjustments as needed. Emphasize good communication amongst the team, and follow up as often as necessary. Offer assistance to resolve any conflicts and challenges that arise.

Make the district mission a reality by staying focused on the clubs and members you serve. Remember, every club is a group of people seeking the opportunity to grow and develop through the Toastmasters education program.

Resources for Working as a Team Listed in order of relevance

District Leadership Handbook (Item 222)

www.toastmasters.org/DLH

Moments of Truth (Item 290)

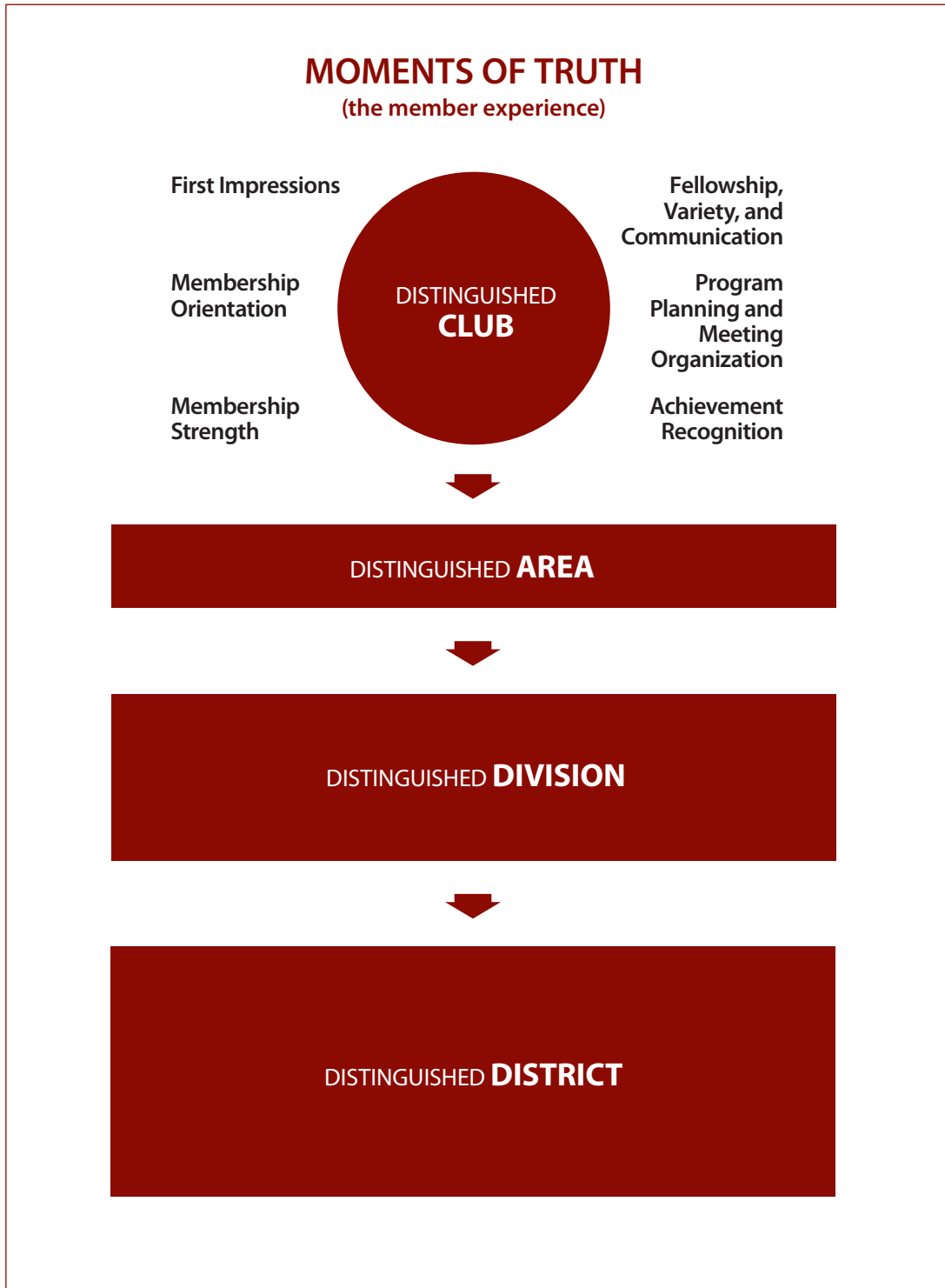
www.toastmasters.org/290AMoT

The Successful Club Series (Item 289)

www.toastmasters.org/289

Program Overview

As noted previously, the Distinguished Club Program is the foundation of the District Recognition Program. The chart below illustrates the relationship between club, area, division, and district.



Program at a Glance

	Distinguished Area Program	Distinguished Division Program	Distinguished District Program
Qualifying Requirements	No net club loss Submission of Area Governor's Club Visit Report (Item 1471) for 75% of club base for first-round visits by November 30 and for second-round visits by May 31	No net club loss	Submission of District Success Plan by September 30 Submission of Division and Area Governor Training Report (Item 1475) by September 30
Distinguished	50% of club base Distinguished	40% of club base Distinguished	3% net membership payments growth 3% net club growth 40% of club base Distinguished
Select Distinguished	50% of club base plus one Distinguished	45% of club base Distinguished	5% net membership payments growth 5% net club growth 45% of club base Distinguished
President's Distinguished	50% of club base plus one Distinguished and a net club growth of one	50% of club base Distinguished plus net club growth of one	8% net membership payments growth 8% net club growth 50% of club base Distinguished

Terminology and Program Specifications

The District Recognition Program is effective July 1, 2012, and will take place annually from July 1 to June 30 of subsequent years.

LIMITATIONS

There is no limit to the number of areas, divisions, and districts that can achieve Distinguished, Select Distinguished and President's Distinguished recognition.

QUALIFYING REQUIREMENTS

A qualifying requirement is a prerequisite or prior condition for participation in the program. For example, if the qualifying requirement is a report due on September 30, but the deadline is not met, a district cannot earn Distinguished recognition even if all other program goals are met. Each of the Distinguished programs (area, division, and district) has its own qualifying requirements.

CLUB BASE

The club base is the number of **paid clubs** assigned to an area, division, or district as of July 1. Clubs are considered to be paid when they have submitted a complete April dues-renewal report. These and new clubs chartered between April 1 and June 30 are counted in the club base.

The club base is used to calculate goals for areas, divisions, and districts for Distinguished recognition.

A club base may be revised any time during the year to reflect clubs that pay their April dues renewals after July 1.

Example: District 99 has 100 clubs on July 1, 2012. On October 5, 2012, two clubs in the district submit their April 2012 dues. As a result, District 99's club base increases to 102.

MEMBERSHIP PAYMENTS BASE

The membership payments base equals the number of membership payments received by World Headquarters for the period of July 1 to June 30 of the previous program year. These payments may come from renewing members, new members, charter members, dual members, and reinstated members.

The membership payments base is used to calculate the membership payments goal in the Distinguished District Program.

Dues-renewal payments received after July 1 for the previous program year are counted in the membership payments base. Therefore, the membership payments base may be revised at any time during the year to reflect late membership payments for the previous program year.

Example: District 99 has a membership payments base of 1,000 on July 1, 2012. On October 5, 2012, 50 members in the district submit their April 2012 dues. As a result, District 99's membership payments base increases to 1,050.

PAID CLUB

For a club to be considered paid, the club must have at least six members, at least three of whom must renew from the previous cycle.

CLUB OR MEMBERSHIP PAYMENTS NET GROWTH OR LOSS

Net growth occurs when the total at year-end (June 30) exceeds the base amount. Net loss occurs when the total at year-end (June 30) falls below the base amount.

If there is club or membership payments loss during the program year, it must be recuperated before the area, division, or district is able to meet its goals.

MEMBERSHIP PAYMENTS AT YEAR-END

The total number of membership payments received from clubs in the district (from renewing members, new members, charter members, dual members, and reinstated members) for the period of July 1 to June 30 is the final year-end figure that is used to measure membership-payment growth in each district during the preceding year.

Year-end counts of membership payments may not be adjusted. Payments submitted after June 30 are not added to the membership payments at year-end. However, these late membership payments do increase the **membership payments base** for the current program year.

NUMBER OF PAID CLUBS AT YEAR-END

The number of paid clubs at year-end (June 30) is the total number of active clubs in an area, division, or district that have submitted their April dues-renewal payments by the June 30 deadline and new clubs chartered between April 1 and June 30.

Year-end counts of paid clubs may not be adjusted. Clubs that submit their April dues renewals and payments after June 30 are not added to the number of paid clubs at year-end. However, these clubs do affect the **club bases** for the current program year.

SUBMITTING MATERIALS

Recognition materials — such as the **Area Governor's Club Visit Report** (Item 1471), District Success Plan, training reports, and district leader lists — may be sent to World Headquarters through **District Central**, by email to districts@toastmasters.org, or by fax (949-858-1207).

For the submission of materials to count toward Distinguished recognition, materials must be received by World Headquarters by 11:59 p.m. Pacific Time on the due date. It's your responsibility, as district leaders, to ensure that materials are legible, complete, and received by the submission deadline. World Headquarters strongly recommends that members, clubs, and districts use the online services available or an express delivery service to avoid the risks involved in submitting documents via fax.

For security reasons, do not email items that include credit card information.

Resources for Submitting Materials

To ask questions about submitting materials

districts@toastmasters.org

PROGRAM FOUNDATION

The Distinguished Club Program

The **Distinguished Club Program** recognizes clubs that provide the positive and supportive environment that leads to member success. Quality clubs are at the heart of Toastmasters, and Distinguished clubs are at the heart of the Distinguished Area, Distinguished Division, and Distinguished District Programs.

Clubs earn recognition by achieving up to 10 **Distinguished Club Program** goals during the year. The 10 goals necessary for this recognition program are listed below.

QUALIFYING REQUIREMENTS

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

Below are the goals that clubs should strive to achieve during the year:

1. Two Competent Communicator (CC) awards
2. Two more CC awards
3. One Advanced Communicator Bronze (ACB), Advanced Communicator Silver (ACS), or Advanced Communicator Gold (ACG) award
4. One more ACB, ACS, or ACG award
5. One Competent Leader (CL), Advanced Leader Bronze (ALB), Advanced Leader Silver (ALS), or Distinguished Toastmaster (DTM) award
6. One more CL, ALB, ALS, or DTM award
7. Four new members
8. Four more new members
9. Minimum of four club officers trained during each of two training periods (June 1 to August 31 and December 1 to February 28/29)
10. One club membership dues-renewal report and one club officer list submitted on time

Credit may be received for only one type of educational award per member, per year.

DISTINGUISHED, SELECT DISTINGUISHED, AND PRESIDENT'S DISTINGUISHED RECOGNITION

Achievement	Recognition Earned
Five of 10 goals	Distinguished Club
Seven of 10 goals	Select Distinguished Club
Nine of 10 goals	President's Distinguished Club

TRACKING PROGRESS

Clubs can track progress toward their goals throughout the year by reviewing the online reports that are posted on the Toastmasters International website.

At year-end, World Headquarters calculates the number of goals clubs have met and recognizes them as Distinguished, Select Distinguished, or President's Distinguished Clubs based on membership and the number of goals achieved.

World Headquarters notifies all clubs qualifying for recognition as soon as possible after the close of the program year (June 30).

Resource for Tracking Progress

Club reports

www.toastmasters.org/dcp

AWARDS

If the club earns recognition as a Distinguished, Select Distinguished, or President's Distinguished Club, World Headquarters sends the club president a ribbon for display on the club banner along with a congratulatory letter. The ribbon and letter are included with a year-end summary.

Distinguished Club Program Resources

Listed in order of relevance

*Distinguished Club Program/
Club Success Plan* (Item 1111)

www.toastmasters.org/1111_dcp

Moments of Truth (Item 290)

www.toastmasters.org/290AMoT

Area and division governor training materials

www.toastmasters.org/TrainingMaterials

The Successful Club Series (Item 289)

www.toastmasters.org/289

Master Your Meetings (Item 1312)

www.toastmasters.org/1312

Membership Growth (Item 1159)

www.toastmasters.org/1159

Put on a Good Show (Item 220)

www.toastmasters.org/220

Membership Building tab on Web

www.toastmasters.org/MembershipBuilding

To ask questions about the
Distinguished Club Program

membership@toastmasters.org

To ask questions about online reports

reports@toastmasters.org

DISTRICT RECOGNITION PROGRAM DEFINED

Distinguished Area Program

The Distinguished Area Program recognizes areas that plan, set goals, and achieve success. The program builds on club success and complements the goals that divisions and districts set to earn Distinguished recognition. Areas earn Distinguished, Select Distinguished, and President's Distinguished recognition by meeting the goals outlined below. All goals are calculated using an area's **club base**.

QUALIFYING REQUIREMENTS

Areas with a **club base** of at least three are automatically contenders for Distinguished recognition. Keep in mind that an area's **club base** increases if April club dues are paid after July 1.

To be considered for recognition, areas must meet two **qualifying requirements**:

1. Areas must have no **net club loss**.
2. Areas must submit the **Area Governor's Club Visit Report** (Item 1471) for 75 percent of their **club bases** for first-round visits by November 30 and for 75 percent of their **club bases** for second-round visits by May 31.

DISTINGUISHED, SELECT DISTINGUISHED, AND PRESIDENT'S DISTINGUISHED RECOGNITION

Achievement	Recognition Earned
Distinguished clubs equal to at least 50 percent of the area's club base	Distinguished Area
Distinguished clubs equal to at least 50 percent of the area's club base plus one more Distinguished club	Select Distinguished Area
Distinguished clubs equal to at least 50 percent of the area's club base plus one more Distinguished club and a net club growth of one	President's Distinguished Area

TRACKING PROGRESS

An area's goals are established for the year depending on its **club base**. These goals are reflected in reports available on the Toastmasters International website at www.toastmasters.org/reports. Area governors can log in to **District Central** for details about their specific areas' goals and progress.

AWARDS

At the end of the Toastmasters year (June 30), World Headquarters sends all districts a list of areas eligible to receive the honor of Distinguished, Select Distinguished, or President's Distinguished Area. All Distinguished Areas receive certificates from their districts in recognition of their level of achievement.

Typically, districts award these certificates at the first district conference following the end of the program year.

AREA GOVERNOR'S CLUB VISITS

In order to foster club quality, area governors visit the clubs in their areas at least twice a year (in a first round and a second round of visits). As the link between the club and the district, area governors make themselves available during these visits to answer questions and offer clubs support. This district support helps clubs retain and build membership as a result of positive member experiences.

Example: During a club visit, Area Governor Vance discovers that the Refrigerated Repartee Club in his area is not consistently greeting newcomers and making club members available to answer guests' questions. Once Area Governor Vance points this out to the club officers, the club renews its focus on first impressions — one of the *Moments of Truth* — causing two guests to join the club who otherwise would have chosen not to.

For credit in the Distinguished Area Program, area governors must submit **Area Governor's Club Visit Report** (Item 1471) for the first round of visits by November 30, and for the second round of visits by May 31. They are submitted online directly when area governors log in to **District Central**.

CLUB NO.	VISIT DATE	AREA	DIVISION	DISTRICT
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AREA GOVERNOR'S CLUB VISIT REPORT

Club visits are opportunities for the district, through the area governor, to support clubs and improve club quality. The Area Governor's Club Visit Report guides area governors in evaluating club quality during these visits by assessing the club at each of the **Moments of Truth** (Item 290). Area governors identify opportunities for improvement and specify the support that clubs need from the district, helping clubs retain and build membership through positive member experiences. This important contribution on the part of area governors helps clubs earn Distinguished recognition.

FIRST IMPRESSIONS

First impressions are important to club success because guests' positive experience and observations determine if they return and become members.

In this section, consider the questions as they relate to first impressions.

Describe the atmosphere of the meeting. (Consider meeting set-up, location, friendliness of members, etc.)

	Yes	No		Yes	No
Are guests warmly welcomed?	<input type="checkbox"/>	<input type="checkbox"/>	Are guests invited to address the club?	<input type="checkbox"/>	<input type="checkbox"/>
Are guests given information?	<input type="checkbox"/>	<input type="checkbox"/>	Are guests invited back?	<input type="checkbox"/>	<input type="checkbox"/>
Are guests introduced to club members?	<input type="checkbox"/>	<input type="checkbox"/>			

What current branded material does the club use? (Consider the meeting agenda, signage, guest packets, banner, etc.)

What does the club do well?	How can the club improve? Please recommend specific actions.	What can the district and I do to help the club improve?

MEMBERSHIP ORIENTATION

In order to offer members the greatest benefit from the Toastmasters experience, the club must acquaint new members with the Toastmasters education and recognition programs and make members aware of their responsibility to the club and the club's responsibility to the member.

In this section, consider the questions as they relate to membership orientation.

How does the club orient new members? (Consider whether the club has a formal induction ceremony, assigns mentors to new members, discusses the education program, assesses the learning needs of new members, etc.)

What does the club do well?	How can the club improve? Please recommend specific actions.	What can the district and I do to help the club improve?

FELLOWSHIP, VARIETY AND COMMUNICATION

The club retains members by offering a warm, friendly and supportive environment that encourages enjoyable learning.

In this section, consider the questions as they relate to fellowship, variety and communication.

How are meetings made enjoyable? (Consider whether Table Topics™ are creative, how members are supportive of one another, etc.)

How does the club communicate? (Consider whether club members use email to communicate about club topics, if the club website is kept current, etc.)

How does the club use the Toastmasters International website? Do club members use the Virtual Brand Portal?

How do club members participate outside of club meetings? (Consider speech contests, district conferences, Speechcraft, etc.)

What does the club do well?

How can the club improve?
Please recommend specific actions.

What can the district and I do
to help the club improve?

PROGRAM PLANNING AND MEETING ORGANIZATION

When club meetings are carefully planned, with well-prepared speakers and useful evaluations, members are able to meet their education goals.

In this section, consider the questions as they relate to program planning and meeting organization.

	Yes	No		Yes	No
Is the meeting well organized?	<input type="checkbox"/>	<input type="checkbox"/>	Has the club recently conducted a module from the Successful Club Series?	<input type="checkbox"/>	<input type="checkbox"/>
Is the meeting productive?	<input type="checkbox"/>	<input type="checkbox"/>	Are evaluations effective?	<input type="checkbox"/>	<input type="checkbox"/>
Are meetings held at least monthly?	<input type="checkbox"/>	<input type="checkbox"/>	Are evaluations verbal and written?	<input type="checkbox"/>	<input type="checkbox"/>
Are agendas provided?	<input type="checkbox"/>	<input type="checkbox"/>			
Are all speeches from the manuals?	<input type="checkbox"/>	<input type="checkbox"/>			

How are meeting roles assigned and carried out?

What does the club do well?

How can the club improve?
Please recommend specific actions.

What can the district and I do
to help the club improve?

MEMBERSHIP STRENGTH

When the club has enough members to provide leadership and fill meeting and committee assignments, the member experience is heightened.

In this section, consider the questions as they relate to membership strength.

Does the club have 20 or more members? **Yes** **No**

How does the club promote membership growth? (Consider whether new-member sponsors are recognized, if regular membership-building programs exist, etc.)

What does the club do to retain members?

List members interested in future leadership roles in the district.

What does the club do well?

How can the club improve?
Please recommend specific actions.

What can the district and I do
to help the club improve?

ACHIEVEMENT RECOGNITION

The club motivates members to stay active by monitoring members' progress toward goals, submitting completed award applications immediately and consistently recognizing member achievement.

In this section, consider the questions as they relate to achievement recognition.

How are achievements tracked and recognized?

What is the process the club uses to submit award applications?

What does the club do well?

How can the club improve?
Please recommend specific actions.

What can the district and I do
to help the club improve?

Information about the club's progress in the Distinguished Club Program can be found at www.toastmasters.org/dcp.

Does the club actively participate in the Distinguished Club Program? Yes No How many members does the club have at the time of the visit? _____

DISTINGUISHED CLUB GOAL	What progress has the club made toward this goal?	What can the club do to meet this goal?	Name	Target Date	Has goal been met?
1. Two CC awards					<input type="checkbox"/> Yes <input type="checkbox"/> No
2. Two more CC awards					<input type="checkbox"/> Yes <input type="checkbox"/> No
3. One ACB, ACS or ACG award					<input type="checkbox"/> Yes <input type="checkbox"/> No
4. One more ACB, ACS or ACG award					<input type="checkbox"/> Yes <input type="checkbox"/> No
5. One CL, ALB, ALS or DTM award					<input type="checkbox"/> Yes <input type="checkbox"/> No
6. One more CL, ALB, ALS or DTM award					<input type="checkbox"/> Yes <input type="checkbox"/> No
Additional awards					<input type="checkbox"/> Yes <input type="checkbox"/> No
DISTINGUISHED CLUB GOAL	What progress has the club made toward this goal?	What can the club do to meet this goal?	Target Date	Has goal been met?	
7. Four new members				<input type="checkbox"/> Yes <input type="checkbox"/> No	
8. Four more new members				<input type="checkbox"/> Yes <input type="checkbox"/> No	
DISTINGUISHED CLUB GOAL	What progress has the club made toward this goal?	What can the club do to meet this goal?	How will club ensure officers are trained at next opportunity?	Has goal been met?	
9. Four club officers trained in June–August and December–February				<input type="checkbox"/> Yes <input type="checkbox"/> No	
DISTINGUISHED CLUB GOAL	What progress has the club made toward this goal?	What can the club do to meet this goal?	Target Date	Has goal been met?	
10. Dues renewals and officer list submitted				<input type="checkbox"/> Yes <input type="checkbox"/> No	

For credit in the Distinguished Area Program, submit this form online at District Central by November 30 (for the first visit) and by May 31 (for the second visit).

PLANNING AND STRETCHING

Achieving the goals outlined in the **Area Success Plan** and receiving recognition in the Distinguished Area Program are indicators of the importance of area governors' contributions to district success. When areas create and follow a success plan and earn Distinguished recognition, clubs in the area meet the needs of members who, in turn, experience the benefits of the Toastmasters program.

If you are an area governor, promote the **Distinguished Club Program** throughout the year, and help every club in your area become Distinguished. Not only is the Distinguished Area Program dependent on the **Distinguished Club Program**, the **Distinguished Club Program** is extremely effective in motivating club achievement and maintaining healthy clubs.

Many districts encourage area governors to stretch the goals outlined in the Distinguished Area Program or accomplish additional goals. For example, rather than striving to get 50 percent of the area's **club base** Distinguished, an area might stretch toward 60 percent. Deciding to improve service to the member by promoting **Moments of Truth** in clubs with fewer than 10 members is an additional goal. Read the ***District Leadership Handbook*** (Item 222), and consult with your district governor and lieutenant governors to determine all your area's goals for the year. Also be sure to maintain frequent contact with district leadership to help track your progress toward your area's additional goals.

AREA SUCCESS PLAN

Area teams develop their Area Success Plans based on the needs and goals of the members they serve. First, the area teams determine how they will communicate, address conflict, and hold themselves accountable. The Area Success Plan helps evaluate current situations, establish specific goals, and develop strategies that can be used to achieve success. The plan identifies resources to use in that effort. Finally, the plan calls for area teams to identify assignments, develop a timetable, and track accomplishments.

The plan should be a team effort. As area governor, your job is to encourage ideas and cooperation from the clubs and members in your area. Be sure to incorporate the four essential elements necessary to achieve your goals: what, how, who, and when. If you determine in advance what should be done, when and how it will be accomplished, and who is responsible for doing it, achieving success becomes much easier.

Gather your team of leaders and volunteers at the beginning of the year with the following agenda:

1. Set specific goals.
2. Establish strategies to achieve the goals.
3. Develop a framework to help carry out the plan and produce results.

While the Area Success Plan isn't a **qualifying requirement** for the Distinguished Area Program and is not submitted to World Headquarters, it's an important tool in meeting the area's annual and long-term goals and should be shared with other district leaders.

District Mission

The mission of the district is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the district, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- ▶ Focusing on the critical success factors as specified by the district educational and membership goals.
- ▶ Ensuring that each club effectively fulfills its responsibilities to its members.
- ▶ Providing effective training and leadership-development opportunities for club and district officers.

Area Governor Role

As area governor, you serve as the direct liaison between the district and clubs. You identify opportunities for clubs in your area to improve and provide support from the district, helping clubs retain and build membership through positive member experiences. To do this, you perform club visits, maintain regular contact with club presidents, and help your area and the clubs in it earn Distinguished recognition. To accomplish all this, area governors build teams, which often include area council members among others.

Team Composition

Name the members of the area's core team.
(These include the area governor, area council members, and others.)

Name the members of the area's extended team.
(These may include such people as the assistant area governor and club-building committee members.)

Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future.

What are the area's core values?

Team Operating Principles

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

Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)

Meeting Protocol

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

Team Interactions and Behavioral Norms

How will decisions be made?

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

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

How will the team resolve differences of opinion?

How will the team support one another?

How will the team ensure equitable participation when completing activities?

How will team members be held accountable for their responsibilities?

How will the core team and extended teams be recognized for their efforts?

Starting Number

Club base

Qualifying Requirements

No net club loss

Submission of the **Area Governor’s Club Visit Report** (Item 1471) for 75 percent of its **club base** for first-round visits by November 30 and for 75 percent of its club base for second-round visits by May 31

Club base x 0.75

Goal: Distinguished Clubs and Club Growth

Distinguished

Club base x 0.5

Select Distinguished

Club base x 0.5 + 1 Distinguished Club

President’s Distinguished

Club base x 0.5 + 1 Distinguished Club + 1 club

Situation Analysis

What is the current situation in the area? What percent of area clubs are typically Distinguished? Do members understand how to achieve success? Does the area have special challenges? (Example situations include that members in the area don't know how to achieve success and that the district has identified three solid new club prospects.)

Strategy

What actions will the area take? What has worked in the past? What has not? What new programs or incentives could the area implement? How will the area promote existing programs? How have other areas been successful? What could the area do to stretch this goal? (The strategy might include actions, such as promoting the Distinguished Club Program during club visits, contacting LGMs for club leads, and scheduling demonstration meetings.)

Action 1

Action 2

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the area have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include club presidents and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

Assignments

Who is in charge of each action? Who is on each team? What are each team member’s specific responsibilities?

Action 1

Action 2

Action 3

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

Action 1

Action 2

Action 3

Action 4

Action 5

Additional Goals

Answer the same types of questions to reach each additional area goal. Additional goals might have to do with new leadership opportunities or better service to members. Where else is there room for improvement in the area?

Goal

What specific, measurable, attainable, and relevant additional goal can the area meet?

Situation Analysis

What is the current situation in the area? Do members understand how to achieve success? Does the area have special challenges?

Strategy

What actions will the area take? What has worked in the past? What has not? What new programs or incentives could the area implement? How will the area promote existing programs? How have other areas been successful? What could the area do to stretch this goal?

Action 1

Action 2

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the area have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal?

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?

Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

Signatures

_____	_____
Area governor	Date
_____	_____
Team member and role	Date
_____	_____
Team member and role	Date
_____	_____
Team member and role	Date
_____	_____
Team member and role	Date
_____	_____
Team member and role	Date

Distinguished Area Program Resources

Listed in order of relevance

<i>Distinguished Club Program/Club Success Plan</i> (Item 1111)	www.toastmasters.org/1111_dcp
<i>District Leadership Handbook</i> (Item 222)	www.toastmasters.org/DLH
<i>Moments of Truth</i> (Item 290)	www.toastmasters.org/290AMoT
<i>The Successful Club Series</i> (Item 289)	www.toastmasters.org/289
Area Governor's Club Visit Report (Item 1471)	www.toastmasters.org/ClubVisitRpt
<i>Effective Club Service and Club Visits</i> (Item 219)	www.toastmasters.org/219clubservice
Area and division governor training materials	www.toastmasters.org/TrainingMaterials
<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
District Leader E-toolkit	www.toastmasters.org/DistrictLeaderToolkit
Membership Building tab on Web	www.toastmasters.org/MembershipBuilding
Virtual Brand Portal	www.toastmasters.org/vbp
To ask questions about the Distinguished Area Program	districts@toastmasters.org
To ask questions about online reports	reports@toastmasters.org

Distinguished Division Program

The Distinguished Division Program recognizes divisions that plan, set goals, and achieve success. The program builds on club success and complements the goals that districts set to earn Distinguished recognition. Divisions earn Distinguished, Select Distinguished, and President's Distinguished recognition by meeting the goals outlined below. Division goals are established based on the number of clubs and areas in a division.

QUALIFYING REQUIREMENTS

Divisions with at least three areas are automatically contenders for Distinguished recognition.

To be considered for recognition, divisions must meet one **qualifying requirement**:

1. Divisions must have no **net club loss**.

DISTINGUISHED, SELECT DISTINGUISHED, AND PRESIDENT'S DISTINGUISHED RECOGNITION

Achievement	Recognition Earned
Distinguished clubs equal to at least 40 percent of the division's club base	Distinguished Division
Distinguished clubs equal to at least 45 percent of the division's club base plus one more Distinguished club	Select Distinguished Division
Distinguished clubs equal to at least 50 percent of the division's club base plus net growth of one	President's Distinguished Division

TRACKING PROGRESS

A division's goals are established for the year depending on its **club base**. These goals are reflected in reports available on the Toastmasters International website at www.toastmasters.org/reports. Division governors can log in to **District Central** for details about their specific divisions' goals and progress.

AWARDS

At the end of the Toastmasters year, World Headquarters sends all districts a list of divisions eligible to receive the honor of Distinguished, Select Distinguished, or President's Distinguished Division. All Distinguished Divisions receive certificates from their districts in recognition of their level of achievement.

Typically, districts award these certificates at the first district conference following the end of the program year.

PLANNING AND STRETCHING

Achieving the goals outlined in the **Division Success Plan** and receiving recognition in the Distinguished Division Program are indicators of the importance of division governors' contributions to district success. When divisions create and follow a success plan and earn Distinguished recognition, areas in the division help clubs meet the needs of members who, in turn, experience the benefits of the Toastmasters program.

If you are a division governor, promote the Distinguished Area Program and **Distinguished Club Program** throughout the year. Help areas support clubs in becoming Distinguished. Not only is the Distinguished Division Program dependent on the Distinguished Area and Club Programs, the **Distinguished Club Program** is extremely effective in motivating club achievement and maintaining healthy clubs.

Many districts encourage division governors to stretch the goals outlined in the Distinguished Division Program or accomplish additional goals. For example, rather than striving to increase the division's clubs by 50 percent, your division might stretch toward 60 percent. You may choose to improve service to the member by starting a campaign encouraging area governors to present **Moments of Truth** in clubs with fewer than 10 members; this is an additional goal. Read the *District Leadership Handbook* (Item 222), and consult with your district governor and lieutenant governors to determine all your division's goals for the year. Also be sure to maintain frequent contact with district leadership to help track your progress toward your division's additional goals.

DIVISION SUCCESS PLAN

Division teams develop their Division Success Plans based on the needs and goals of the members they serve. First, the division teams determine how they will communicate, address conflict, and hold themselves accountable. The Division Success Plan helps evaluate current situations, establish specific goals, and develop strategies that can be used to achieve success. The plan identifies resources to use in that effort. Finally, the plan calls for division teams to identify assignments, develop a timetable, and track accomplishments.

The plan should be a team effort. As division governor, your job is to encourage ideas and cooperation from the area governors and members in your division. Be sure to incorporate the four essential elements necessary to achieve your goals: what, how, who, and when. If you determine in advance what should be done, when and how it will be accomplished, and who is responsible for doing it, achieving success becomes much easier.

Gather your team of leaders and volunteers at the beginning of the year with the following agenda:

1. Set specific goals.
2. Establish strategies to achieve the goals.
3. Develop a framework to help carry out the plan and produce results.

While the Division Success Plan isn't a **qualifying requirement** for the Distinguished Division Program and is not submitted to World Headquarters, it's an important tool in meeting the division's annual and long-term goals and should be shared with other district leaders.

Division Success Plan

Division _____

District Mission

The mission of the district is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the district, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- ▶ Focusing on the critical success factors as specified by the district educational and membership goals.
- ▶ Ensuring that each club effectively fulfills its responsibilities to its members.
- ▶ Providing effective training and leadership-development opportunities for club and district officers.

Division Governor Role

As division governor, you support clubs by supporting area governors. One of your primary goals as division governor is to ensure that each club achieves its mission and fulfills its responsibilities to its members. To achieve this, you coordinate activities within the division, set division goals, and motivate and guide area governors. To accomplish all this, division governors build teams, which often include division council members among others.

Team Composition

Name the members of the division’s core team. (These include the division governor, division council members, and others.)

Name the members of the division’s extended team. (These may include such people as the assistant division governor.)

Values

Toastmasters International’s core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters’ core values provide a means of guiding and evaluating the organization’s operations, planning, and vision for the future.

What are the division’s core values?

Team Operating Principles

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

Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)

Meeting Protocol

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

Team Interactions and Behavioral Norms

How will decisions be made?

What will be the team’s method of communication? Determine the team’s first preference, second preference, and so on.

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

How will the team resolve differences of opinion?

How will the team support one another?

How will the team ensure equitable participation when completing activities?

How will team members be held accountable for their responsibilities?

How will the core team and extended teams be recognized for their efforts?

Starting Number

Club base

Qualifying Requirements

No net club loss

Goal: Distinguished Clubs and Club Growth

- | | | |
|---------------------------|---|--------------------------|
| Distinguished | <input style="width: 30px; height: 25px;" type="text"/> | Club base x 0.4 |
| Select Distinguished | <input style="width: 30px; height: 25px;" type="text"/> | Club base x 0.45 |
| President's Distinguished | <input style="width: 30px; height: 25px;" type="text"/> | Club base x 0.5 + 1 club |

Situation Analysis

What is the current situation in the division? What percent of division clubs are typically Distinguished? Do members understand how to achieve success? Does the division have special challenges? (One situation might be that five clubs in the division are weak and could dissolve if no action is taken. Another example might be that the district has identified six solid new club prospects.)

Strategy

What actions will the division take? What has worked in the past? What has not? What new programs or incentives could the division implement? How will the division promote existing programs? How have other divisions been successful? What could the division do to stretch this goal? (The strategy might include actions, such as assigning club coaches to weak clubs and working with area governors to contact club leads.)

Action 1

Action 2

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the division have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal?

Assignments

Who is in charge of each action? Who is on each team? What are each team member’s specific responsibilities?

Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

Additional Goals

Answer the same types of questions to reach each additional division goal. Additional goals might have to do with new leadership opportunities or better service to members. Where else is there room for improvement in the division?

Goal

What specific, measureable, attainable, and relevant additional goal can the division meet? (An example is to increase Distinguished clubs in the division by 30 percent.)

Situation Analysis

What is the current situation in the division? Do members understand how to achieve success? Does the division have special challenges?

Strategy

What actions will the division take? What has worked in the past? What has not? What new programs or incentives could the division implement? How will the division promote existing programs? How have other divisions been successful? What could the division do to stretch this goal?

Action 1	<div style="border: 1px solid black; height: 25px;"></div>
Action 2	<div style="border: 1px solid black; height: 25px;"></div>
Action 3	<div style="border: 1px solid black; height: 25px;"></div>
Action 4	<div style="border: 1px solid black; height: 25px;"></div>
Action 5	<div style="border: 1px solid black; height: 25px;"></div>

Resources

What people, equipment, meeting places, and money does the division have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal?

Assignments

Who is in charge of each action? Who is on each team? What are each team member’s specific responsibilities?

Action 1

Action 2

Action 3

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

Action 1

Action 2

Action 3

Action 4

Action 5

Signatures

Division governor

Date

Team member and role

Date

Team member and role

Date

Team member and role

Date

Team member and role

Date

Team member and role

Date

Team member and role

Date

Distinguished Division Program Resources
Listed in order of relevance

<i>Distinguished Club Program/Club Success Plan</i> (Item 1111)	www.toastmasters.org/1111_dcp
<i>District Leadership Handbook</i> (Item 222)	www.toastmasters.org/DLH
<i>Moments of Truth</i> (Item 290)	www.toastmasters.org/290AMoT
<i>The Successful Club Series</i> (Item 289)	www.toastmasters.org/289
Area and division governor training materials	www.toastmasters.org/TrainingMaterials
<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
District Leader E-toolkit	www.toastmasters.org/DistrictLeaderToolkit
Membership Building tab on Web	www.toastmasters.org/MembershipBuilding
Virtual Brand Portal	www.toastmasters.org/vbp
To ask questions about the Distinguished Division Program	districts@toastmasters.org
To ask questions about online reports	reports@toastmasters.org

Distinguished District Program

The Distinguished District Program recognizes districts that meet Toastmasters International's goals in growth and educational achievement. The program is also a management tool for district leaders to focus on increasing membership, forming new clubs, and ensuring clubs are meeting the needs of their members. Ultimately, success in the Distinguished District Program is derived from focus on the member.

Every district that meets recognition program prerequisites and goals may become a Distinguished, Select Distinguished, or President's Distinguished District. The program is designed so that earning recognition is based on performance, not district size.

QUALIFYING REQUIREMENTS

To be considered for recognition, districts must meet two **qualifying requirements**:

1. They must submit the **Division and Area Governor Training Report** (Item 1475) to World Headquarters by September 30 showing that 85 percent of division and area governors were trained.
2. They must submit the **District Success Plan** to World Headquarters by September 30.

DISTINGUISHED, SELECT DISTINGUISHED, AND PRESIDENT'S DISTINGUISHED RECOGNITION

Achievement	Recognition Earned
Three-percent net membership payments growth , three-percent net club growth , and Distinguished clubs equal to at least 40 percent of the district's club base	Distinguished District
Five-percent net membership payments growth , five-percent net club growth , and Distinguished clubs equal to at least 45 percent of the district's club base	Select Distinguished District
Eight-percent net membership payments growth , eight-percent net club growth , and Distinguished clubs equal to at least 50 percent of the district's club base	President's Distinguished District

TRACKING PROGRESS

A district's goals are established for the year based on its **membership payments base** and **club base**. These goals are reflected in reports available on the Toastmasters International website at www.toastmasters.org/reports. District leaders can log in to **District Central** for details about their specific districts' goals and progress.

AWARDS

The rewards for districts that earn recognition are as follows:

	Distinguished District	Select Distinguished District	President's Distinguished District
Round-trip airfare (coach) to the International Convention for the district governor			X
Single-room accommodation for two nights at the International Convention for the district governor		X	X
One (base) registration to the International Convention for the district governor	X	X	X
Ticket to the Golden Gavel dinner for the district governor and guest	X	X	X
Awards for the district governor and lieutenant governors presented at the Hall of Fame	X	X	X
Patch for the district banner	X	X	X
Awards to recognize those who contributed to the district's success	X	X	X

District Excellence Awards

The lieutenant governors education and training in districts that train 85 percent of their area and division governors and meet Distinguished goals in number of Distinguished clubs receive the Excellence in Education and Training Award.

The lieutenant governors marketing in districts that meet Distinguished goals in club and membership payments growth receive the Excellence in Marketing Award.

Districts that are Distinguished for three or more consecutive years are recognized with an Excellence in Leadership Award.

All of these awards are presented to recipients at the Toastmasters International Convention.

DIVISION AND AREA GOVERNOR TRAINING

Training your area and division governors using Toastmasters International educational materials is a cornerstone in your efforts to achieve the district mission and be a successful district. This training is also an integral part of the Distinguished District Program.

By training your area and division governors, they have the opportunity to acquire leadership skills and the qualities needed for success. As district leaders, you aid their growth as Toastmasters, professionals, and members of the community. Your training program also contributes greatly toward successful clubs, areas, and divisions and aids in gaining recognition at all levels.

The **Division and Area Governor Training Report** (Item 1475) must be submitted to districts@toastmasters.org by September 30. While each district conducts training in its unique style, World Headquarters provides materials that must be used as the core curriculum of every district's training program for division and area governors.

PLANNING AND STRETCHING

The district mission is to serve clubs and their members. Areas and divisions are essential to achieving the mission, so collaboration among leaders and volunteers at all levels is necessary to be successful. 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.

As district leaders, envision what it takes to meet your district goals. Gather your team to chart your steps toward another successful year. Your vision should include the suggestions and input of Toastmasters leaders and members beyond your district leadership team. A shared vision inspires commitment and ensures that everyone is motivated to work together toward achieving common goals.

As you and your team create your **District Success Plan**, remember that your work truly makes a difference. Your efforts are furthering the Toastmasters International mission of offering greater numbers of people the opportunity to benefit from the Toastmasters International educational program — not only in your district, but around the globe.

District leadership teams should work together to determine goals that will most effectively serve their members every day; these goals may go beyond the scope of the Distinguished District Program. Districts may choose to stretch the goals outlined in the Distinguished District Program or accomplish additional goals. For example, rather than striving to get 50 percent of the district's **club base** Distinguished, a district might stretch toward 60 percent. Deciding to improve service to the member by promoting **Moments of Truth** in clubs with fewer than 10 members is an additional goal. As district leaders, encouraging the members in your district to grow can produce outstanding leaders and ensure the success of the district for much longer than a program year. Your team's long-term planning for the future can assist members in Toastmasters and can have a positive impact in their personal and professional lives.

DISTRICT SUCCESS PLAN

District leaders develop their District Success Plans based on the needs and goals of the members they serve. First, the district leadership teams determine how they will communicate, address conflict, and hold themselves accountable. The District Success Plan helps evaluate current situations, establish specific goals, and develop strategies that can be used to achieve success. The plan identifies resources to use in that effort. Finally, the plan calls for district leaders to identify assignments, develop a timetable, and track accomplishments.

The plan should be a team effort. Be sure to incorporate the four essential elements necessary to achieve your goals: what, how, who, and when. If you determine in advance what should be done, when and how it will be accomplished, and who is responsible for doing it, achieving success becomes much easier.

Gather your team of leaders and volunteers at the beginning of the year with the following agenda:

1. Set specific goals.
2. Establish strategies to achieve the goals.
3. Develop a framework to help carry out the plan and produce results.
4. Submit the District Success Plan to World Headquarters by September 30.

District Mission

The mission of this district is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of this district, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- ▶ Focusing on the critical success factors as specified by the district educational and membership goals.
- ▶ Ensuring that each club effectively fulfills its responsibilities to its members.
- ▶ Providing effective training and leadership-development opportunities for club and district officers.

Team Composition

Name the members of the district's core team.

Name the members of the district's extended team.

Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future.

What are the district's core values?

Team Operating Principles

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

Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)

Meeting Protocol

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

Team Interactions and Behavioral Norms

How will decisions be made?

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

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

How will the team resolve differences of opinion?

How will the team support one another?

How will the team ensure equitable participation when completing activities?

How will team members be held accountable for their responsibilities?

How will the core team and extended teams be recognized for their efforts?

Starting Number

Membership payments base

Club base

Number of division and area governors

Qualifying Requirements

Submission of District Success Plan by September 30

Submission of **Division and Area Governor Training Report** (Item 1475) for 85 percent of division and area governors by September 30

Number of division and area governors x 0.85

Goal 1: Membership Payments Growth

Distinguished

Membership payments base \times 1.03

Select Distinguished

Membership payments base \times 1.05

President's Distinguished

Membership payments base \times 1.08

Situation Analysis

What is the current situation in the district? How many members did the district add last year? Does the district have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.)

Action 1

Action 2

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include area and division governors and gift certificates to the Toastmasters store.)

Assignments

Who is in charge of each action? Who is on each team? What are each team member’s specific responsibilities?

--

Action 1

Action 2

Action 3

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

--

Action 1

Action 2

Action 3

Action 4

Action 5

Goal 2: Club Growth

Distinguished

Club base x 1.03

Select Distinguished

Club base x 1.05

President's Distinguished

Club base x 1.08

Situation Analysis

What is the current situation in the district? How many clubs did the district add last year? Does the district have special challenges? (One situation might be that members in the district don't know how to generate interest in new clubs.)

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)

Action 1

Action 2

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include a club extension committee, a demonstration team, and infokits@toastmasters.org.)

Assignments

Who is in charge of each action? Who is on each team? What are each team member’s specific responsibilities?

Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

Action 1	
Action 2	
Action 3	

Action 4

Action 5

Goal 3: Distinguished Clubs

Distinguished

Club base x 0.4

Select Distinguished

Club base x 0.45

President's Distinguished

Club base x 0.5

Situation Analysis

What is the current situation in the district? What percent of district clubs are typically Distinguished? Do members understand how to achieve success? Does the district have special challenges? (One situation might be that members in the district don't know how to achieve success.)

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as training all area and division governors on the Distinguished Club Program.)

Action 1

Action 2

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include area and division governors and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

Assignments

Who is in charge of each action? Who is on each team? What are each team member’s specific responsibilities?

Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

Action 1	
Action 2	
Action 3	

Action 4

Action 5

Additional Goals

Answer the same types of questions to reach each additional district goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the district?

Goal

What specific, measurable, attainable, and relevant additional goal can the district meet? (An example of a goal is to add one new division and three new areas.)

Situation Analysis

What is the current situation in the district? Do members understand how to achieve success? Does the district have special challenges? (One situation might be that areas and divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as *assigning an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.*)

Action 1

Action 2

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include past district governors, area and division governors, the district website, and a nomination committee.)

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?

Action 1

Action 2

Action 3

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

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Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

Signatures

District governor	Date
Lieutenant governor education and training (1)	Date
Lieutenant governor education and training (2)	Date
Lieutenant governor marketing (1)	Date
Lieutenant governor marketing (2)	Date
Team member and role	Date
Team member and role	Date
Team member and role	Date
Team member and role	Date
Team member and role	Date

For your district to qualify for the Distinguished District Program, this entire plan must be submitted to districts@toastmasters.org by September 30.

PLAN AT A GLANCE

Use this page to keep the basics of your District Success Plan all in one place.

Starting Numbers

- Membership payments base
- Club base
- Number of division and area governors

Qualifying Requirements

Submission of District Success Plan by September 30

Submission of **Division and Area Governor Training Report** (Item 1475) for 85 percent of division and area governors by September 30

Number of division and area governors x 0.85

Goals

	Membership Payments Growth	Club Growth	Distinguished Clubs
Distinguished	Membership payments base x 1.03	Club base x 1.03	Club base x 0.4
Select Distinguished	Membership payments base x 1.05	Club base x 1.05	Club base x 0.45
President’s Distinguished	Membership payments base x 1.08	Club base x 1.08	Club base x 0.5

Tracking

Use online reports, available at www.toastmasters.org/reports, to keep track of the district’s progress toward its goals. Create milestones throughout the year to measure your progress.

Goal	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Membership Payments Growth												
Club Growth												
Distinguished Clubs												
Additional Goal 1												
Additional Goal 2												
Additional Goal 3												
Additional Goal 4												
Additional Goal 5												

Distinguished District Program Resources

Listed in order of relevance

Distinguished Club Program/Club Success Plan
(Item 1111)

www.toastmasters.org/1111_dcp

District Leadership Handbook (Item 222)

www.toastmasters.org/DLH

Division and Area Governor Training Report
(Item 1475)

www.toastmasters.org/DAGTrainingForm

Area and division governor training materials

www.toastmasters.org/TrainingMaterials

Moments of Truth (Item 290)

www.toastmasters.org/290AMoT

Membership Growth (Item 1159)

www.toastmasters.org/1159

Put on a Good Show (Item 220)

www.toastmasters.org/220

District Leader E-toolkit

www.toastmasters.org/DistrictLeaderToolkit

Virtual Brand Portal

www.toastmasters.org/vbp

Membership Building tab on Web

www.toastmasters.org/MembershipBuilding

Recognizing district members for performance
excellence

www.toastmasters.org/localrecognition

To ask questions about the Distinguished
District Program

districts@toastmasters.org

To ask questions about online reports

reports@toastmasters.org



www.toastmasters.org