



Club Sponsor
Club Mentor
Club Coach

District 31 is looking for experienced Toastmasters to start, grow and sustain our member clubs.

If you would like to learn more about this leadership opportunity

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**WHERE LEADERS
ARE MADE**

Club Sponsor and Club Mentor

A key mission of the District is to expand the network of clubs for the purpose of making Toastmasters available to more people. District 31 is actively seeking Toastmasters to lead in these areas. As a simple overview, a club sponsor is the leader who works with the prospective club from its inception through chartering and finally to the Club Chartering Ceremony. The club mentor provides guidance, coaching and resources to the club for 6 months or longer after chartering. Both Sponsor and Mentor are expected to take a leadership role in the sample meeting and club officer team building.



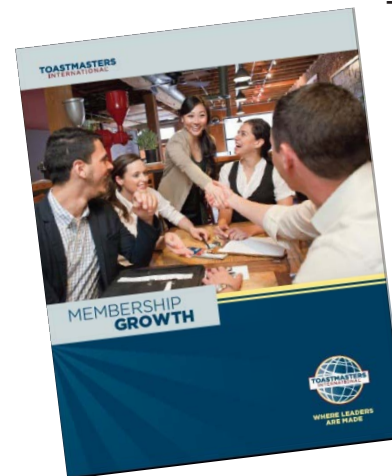
Important Facts about Club Sponsor and Mentor Roles

- * *Be assigned by the District Leadership.*
- * *Help the prospective leaders in the community or company to attract 20 members to form the club.*
- * *Support the sample meeting that introduces the TM format.*
- * *Work as a team to understand the needs of the young club and support the club leadership with resources and experience.*
- * *Instill enthusiasm, integrity, loyalty, and a sense of member responsibility for the club's future.*
- * *Develop the skills, confidence and roles of the club leaders.*
- * *Introduce the young club to the support available from District.*

Available Resources

A sincere desire to support a club leadership team and your own experience as a club leader are needed to sponsor or mentor a startup club. Toastmasters International provides abundant resources to support the new club's and your startup efforts. One of the resources you will find is Item #121 [How to Build a Toastmasters Club](#). It outlines the startup process and includes the necessary forms that are needed to start the club.

One of the greatest needs for this effort is marketing materials to attract the 20 members necessary for chartering. The Virtual Brand Portal on the Toastmasters.org website has not only design recommendations and images, but also some of the most popular marketing flyers in editable PDF formats. These can be used to create professional and effective marketing materials for the prospective club. If you need more ideas on how to build the membership numbers in the group, other Toastmasters documents, [Membership Growth](#) and [Moments of Truth](#) are valuable resources.



There is no time limit on startup efforts for new clubs. But it is best for every part of the process if it is short. The intense effort needed to start the club quickly in a healthy direction may be challenging. But it is worth it to see the chartered club quickly gain stability and become a self supporting team led by the club officers. The club will be wiser and stronger because of your skills and efforts. So will you!
That's the Toastmasters process.

Club Coach

A Club Coach is a Toastmaster who is not a member of the club and not (yet) familiar with the club or its members. This perspective allows the coach to objectively view the club. The coach is an advisor, a source of knowledge, experience and ideas. To be successful as a coach you will use all of your speaking, thinking and listening skills – with hard work, determination and patience.

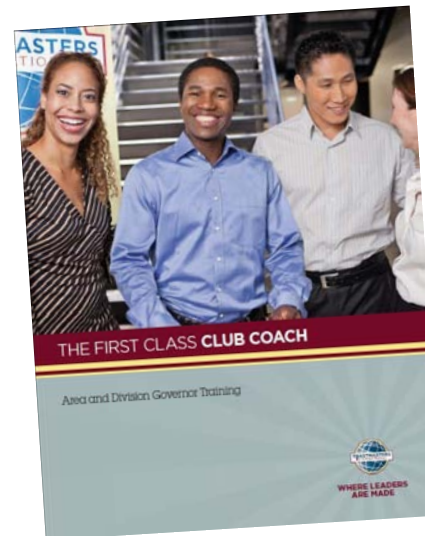


The Tasks of the Club Coach

- * *Build a rapport with the club's leaders and members.*
- * *Assess the environment ... observe, analyze, and recommend solutions.*
- * *Develop a plan with goals for improvement.*
- * *Implement the plan and ensure that the changes are performed by the officers and members as much as possible.*
- * *Instill enthusiasm, loyalty, and a sense of responsibility for the club's future.*

Available Resources

Toastmasters International provides abundant resources to support clubs and club coaches. If you want to learn more about club coaching, conduct a search at www.toastmasters.org. One of the resources you will find is Item #1128 How to Rebuild a Toastmasters Club. It outlines the club coach program and offers an organized approach to your task. You will learn that clubs have different situations and different cultures. Visiting various successful clubs and seeing what tools or methods help them succeed will be great training for your success as a club coach.



Another useful resource is a training program available to Districts for training club coaches. Look for the First Class Club Coach manual. It outlines several key steps to successful coaching. Your task will be to offer advice, resources, experience and support to bring the club from where it is now to achieving Distinguished Club status. You have between one and two years to achieve this milestone.

So you will want to prepare by becoming very familiar with the current Distinguished Club Program and build a strategy for a Success Plan for the club.