



Club Coach Program

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"A New Dawn"

Struggling clubs need help

- ◆ We lose 10-20 clubs a year
- ◆ Some are unavoidable
 - Company closed or moved office
- ◆ Most are avoidable
 - Every club needs a committed core of experienced members to serve as officers and mentors, to spread enthusiasm, and recruit new members

What is “struggling”?

- ◆ 12 or fewer members at time of club coach appointment
- ◆ Up to two coaches per club
- ◆ Must have at least three renewing members for TI to consider it the same club

What do you have to do?

- ◆ May not be a member at time of appointment
- ◆ Coach typically joins club after being assigned (not required)
- ◆ Bring the club to distinguished by June 30 of year appointed, OR June 30 of following year (13-24 months)

What do you get?

- ◆ Club Success Plan book
- ◆ Successful Club Series “Distinguished Club Program” module
- ◆ Pad of membership application forms
- ◆ Club Coach pin
- ◆ Upon completion, certificate, recognition, and credit towards AL
- ◆ Immense personal satisfaction

Resources

- ◆ On the Toastmasters web site, under “Information for members” → “Brochures, forms and documents” → “Club rebuilding”
- ◆ Club coach appointment form
 - District governor completes
- ◆ Club coach program
- ◆ Club coach troubleshooting guide
- ◆ “Moments of Truth” and similar modules
- ◆ Fellow experienced members
- ◆ Top three

How do you do it?

- ◆ First, is the location and time right?
- ◆ Next, throw good meetings
 - May need to get other clubs to help out
- ◆ Get guests to visit
- ◆ Turn them into members
- ◆ Repeat!