



# District 56 Toastmasters

## Club Sponsor Tips for a Successful Kick-Off Meeting

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When we are working with a client to start a Toastmasters program in either a corporate or community setting, the objective is the same. We want to present the features, values, and benefits of Toastmasters in a way that fits with the client's expectations and the needs of the members.

When a new club lead comes in, the Club Growth Director and/or Club Extension Chair schedule a meeting with the client to ensure there is a viable opportunity for Toastmasters to partner with them.

Once we determine there is a good match, then Club Sponsors are introduced to the client to begin assisting with recruiting members and completing the necessary Toastmasters Application to Organize documents for the club. When the client is ready, the Sponsors will work together with the client to set a Toastmasters Kick-Off meeting date where the client invites their prospective members to attend a meeting to gather the necessary membership applications to charter the new club. Of course, the Application to Organize documents may be sent in before the Kick-Off meeting with at least the \$125.00 + tax payment.

#### **Resources needed for IN PERSON Toastmasters Kick-Off Meeting:**

- 2-3 Toastmasters members to fill Toastmaster, General Evaluator, and Table Topics leader roles
- 1 person either from the group or a Toastmaster to present a 5-minute speech.
- Sign In Sheet for participants to sign in with name and email for follow-up after the meeting
- Gavel
- 3x5 index cards – 100 cards will be enough for 50 participants  
These cards will be used for the Table Topics segment and Evaluations segment during the meeting. The person greeting the participants at the sign-in table will hand two cards to each person asking them to use one of the cards to write down their NAME and a “secret” fun fact, don’t share it with anyone and those cards will be collected for an exercise later (pass these cards to the Table Topics Master for the meeting.). The other card will be left blank until they are instructed on how to use the second card.
- Printing needed  
Form 3 Charter Membership Application <https://toastmastershouston.com/download/256/club-growth/25562/form-3-ato-3-rev-4-2020> Either print and bring these or ask the client to print enough applications for the number of people invited to attend.  
A simple printed Agenda for the meeting (A sample agenda is provided here.)

#### **People to include in the Kick-Off Meeting:**

Club Growth Director  
Club Extension Chair  
Division Director / Area Director  
Club Sponsor(s)  
Club Mentor(s) – Optional – Sponsors will pass the baton to the Mentors once the club is chartered.

Don't worry if some of the people are unavailable. You can run this meeting with a minimum of 2 experienced Toastmasters. Just be sure you have a run-through before the meeting to make sure everyone knows their role in the meeting.

We suggest spending only 30-40 minutes on the meeting activities and leaving 20 minutes for collecting membership applications and answering questions.

A sample agenda for the Kick-Off meeting would look something like this.

- Welcome from the Client Executive or leader of the client group
- Introductions - The lead Toastmaster (club sponsor, division director, area director) briefly introduces the Toastmasters dignitaries in the room and passes control to the Toastmaster of the Day.
- Toastmaster – This is usually the Club Growth Director or Club Extension Chair  
Gives a brief overview of the meeting flow for today.
- Overview speech about “What is Toastmasters?” 4-5 minutes
- Table Topics Session – Led by the Club Growth Director or Club Extension Chair  
Using the “fun fact” index cards, read out the fun fact and ask the audience to guess who it is. Then, call the name of the person, and ask them to stand and talk about their fun fact for about one minute.
- Next is the explanation of how to evaluate a speaker. Give a brief explanation that after the speaker, we will call on members of the audience to give feedback to the speaker. Using the 2<sup>nd</sup> index card to take notes so that when they are called to speak, they will have their notes to refer to when speaking.
- Toastmaster introduces the speaker and all participants are listening and taking notes.
- General Evaluator leads the round-robin evaluation segment asking different participants to share their feedback with the speaker. You may also have the GE or another member of the Toastmasters leadership team give a sample evaluation to model what a speaker evaluation might sound like in a regular meeting.
- After the Evaluation segment is over, the Toastmaster moves on to the Question and Answer segment. This is where the Club Growth Director, the Club Extension Chair, and the leader of the client group answer questions.
- Q&A segment topics to cover are:
  - Meeting information—time of day, day of the week, frequency of meetings, and location
  - Club Officer Roles and officer term length—Need 7 club officers that will serve either 6-month or 12-month terms.
    - If the club meets weekly, then the term can be 6 months.
    - If the club meets less than weekly, then the club officers will serve a one-year term (July 1 to June 30)
  - Membership Applications and payment- What portion of the payment will be paid by the organizer and what will each member pay?
  - Assure members and club leaders that they will be supported every step of the way by club mentors and the Area and Division Director that will be assigned to the club.

**Video Resource:** <https://youtu.be/MpylMPI5--I>

Watch Past Region Advisor, Rick Furbush, explain his success with this club chartering process that is tried and true. Even here in District 56, Pamela McCown has been involved in more than 100 new club charters using this meeting model before even meeting Rick!

Club Chartering Documents:

[District 56 New Club Chartering Document Guide](https://toastmastershouston.com/resources/#all_0-256-wpfd-club-growth-p2)

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