



# **DISTINGUISHED CLUB PROGRAM AND CLUB SUCCESS PLAN**

How to Be a Distinguished Club



**WHERE LEADERS  
ARE MADE**



# DISTINGUISHED CLUB PROGRAM AND CLUB SUCCESS PLAN

How to be a Distinguished Club

## TOASTMASTERS INTERNATIONAL

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**WHERE LEADERS  
ARE MADE**



# TOASTMASTERS INTERNATIONAL®

## **THE MISSION OF THE TOASTMASTERS 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.



# THE DISTINGUISHED CLUB PROGRAM: A GUIDE TO SUCCESS

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Ask your club members why they joined and most likely at least 95 percent of them will tell you they joined to become better speakers and leaders. Your Toastmasters club's purpose is to provide the environment in which they learn these skills. When your club provides plenty of speaking and leadership opportunities, its members receive helpful evaluations, and there are enough members to conduct the program, then all of the members' learning goals are reached. The club is serving its purpose.

The Distinguished Club Program helps your club accomplish its purpose by focusing on two areas:

- ▶ **Education awards.** The number of Competent Communicator (CC), Advanced Communicator Bronze (ACB), Advanced Communicator Silver (ACS), and Advanced Communicator Gold (ACG), Competent Leader (CL), Advanced Leader Bronze (ALB), Advanced Leader Silver (ALS), and Distinguished Toastmaster (DTM) awards issued to members determines your club's success in helping its members learn not only speaking skills but leadership skills as well.
- ▶ **Membership.** In order to properly conduct the education program, a club should have at least 20 members. Membership turnover is unavoidable as members move, change jobs, or encounter other situations that take them away from the club. Your club should continually strive to bring in new members to combat this natural turnover, to provide a stronger leadership base and to bring a flow of fresh, new ideas and personalities.

The Distinguished Club Program monitors and measures your club's achievements in these two critical areas.

## HOW IT WORKS

The Distinguished Club Program is an annual program, running from July 1 through June 30. The program consists of 10 goals your club should strive to achieve during this time using the Club Success Plan (in the back of this manual) as a guide. World Headquarters tracks the progress of your club toward these goals throughout the year, sending quarterly progress reminders to your club president (updated reports are posted weekly on the Toastmasters International website, [www.toastmasters.org/reports](http://www.toastmasters.org/reports)). At year-end, World Headquarters calculates the number of goals the club achieved and recognizes it as a Distinguished Club, Select Distinguished Club, or President's Distinguished Club based on the number of goals achieved and the number of members it has.

## 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.

## GOALS TO ACHIEVE

Following are the goals your club should strive to achieve during the year:

- |                                  |   |
|----------------------------------|---|
| 1. Two CCs                       | 7. Four new members   |
| 2. Two more CCs                  | 8. Four more new members  |
| 3. One ACB, ACS, or ACG          | 9. Minimum of four club officers trained during each of two training periods  |
| 4. One more ACB, ACS, or ACG     | 10. One membership renewal report and one club officer list submitted on time |
| 5. One CL, ALB, ALS, or DTM      |   |
| 6. One more CL, ALB, ALS, or DTM |   |

A simple one-page summary of the program is in the back of this manual. Your club also may purchase a wall chart (Item 1111C) for display at club meetings to track progress.



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## RECOGNITION

Clubs that meet the qualifying requirement and also do the following are eligible for Toastmasters International recognition at year-end:

Achievement	Recognition Earned
Achieve five of 10 goals	Distinguished Club
Achieve seven of 10 goals	Select Distinguished Club
Achieve nine of 10 goals	President's Distinguished Club

## RECOGNITION RECEIVED

If the club earns recognition as a Distinguished, Select Distinguished, or President's Distinguished Club, World Headquarters will send the president an attractive ribbon for display on the club banner and a congratulatory letter. The ribbon and letter will be included with the year-end report.

## DETERMINING YOUR CLUB'S MEMBERSHIP BASE (JULY 1)

Your club's membership base is calculated at the beginning of the year (July 1). The membership base equals the number of members whose payments were 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, and reinstated members.

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

For example, in April your club submits a membership renewal report and dues for 17 members. In June it submits two new member applications and dues to World Headquarters. This brings your club's total membership to 19 on June 30 and your club then begins the new DCP year with 19 members. In August, your club submits dues for three members for the April-September dues period. These people had been members for several years, but simply did not pay their dues on time. Your club's membership base will be adjusted for these late-paying members. The three additional members raise the membership base to 22.

## MEMBERSHIP AT YEAR-END (JUNE 30)

The total number of members whose payments were received by World Headquarters (from renewing members, dual members, new members, charter members, and reinstated members) is the final year-end figure. Year-end membership counts may not be adjusted. April dues payments submitted after June 30 are not added to the membership at year-end. However, these late membership payments do increase the membership base for the current program year.

Following are some examples illustrating how a club's accomplishments and membership affect the club's eligibility for recognition:

**Example 1:** A club had 14 members on July 1, three CCs, two ACs, five new members, four officers trained each period, had submitted two membership renewal reports on time but no officer list on time and had 19 members on June 30. It achieved Goals 1, 3, 4, 7 and 9 – a total of five goals. Since it also had 19 members on June 30 (a net growth of five members), it is recognized as a Distinguished Club.

**Example 2:** A club had 24 members on July 1, four CCs, one AC, one CL, eight new members, four club officers trained each period, submitted one membership renewal report and one club officer list on time and had 18 members on June 30. It achieved Goals 1, 2, 3, 5, 7, 8, 9 and 10 – a total of eight goals. However, since it did not have 20 members at year-end or a net growth of five new members, it is not eligible for recognition.



**Example 3:** A club had 19 members on July 1, had one AC, one CL, five new members, submitted one membership renewal report and one officer list on time and had 23 members on June 30. It achieved Goals 3, 5, 7 and 10 – a total of four goals. Even though it had more than 20 members at year-end, the club did not achieve enough goals to earn recognition.

## RULES FOR PARTICIPATION

1. Only clubs with 20 or more members or which have a net growth of five members at the end of the program year are eligible for Toastmasters International recognition. Members transferring into your club are not included in your club's membership total until they have paid dues through your club and the dues are received by World Headquarters.
2. Clubs achieve Goal 1 when two members receive CC awards during the year and achieve Goal 2 when an additional two or more members receive CCs.

Clubs achieve Goal 3 when one member receives an ACB, ACS, or ACG award during the year and achieve Goal 4 when an additional one or more members receive an ACB, ACS, or ACG award.

Clubs achieve Goal 5 when one member receives a CL, ALB, ALS, or DTM award during the year and achieve Goal 6 when an additional one or more members receive CL, ALB, ALS, or DTM awards.

Applications must be sufficiently completed and able to be processed by World Headquarters. Only members in good standing are eligible for awards. Members in good standing are those whose dues for the current period have been received at World Headquarters and whose names appear on the club membership roster.

Clubs receive credit for only one type of educational award per member per year. For example, Bill Smith receives a CC award in July. His club receives credit toward a goal. Later in the year, he earns ACB, ACS, and/or ACG awards. His club receives credit toward goals for these, too. But if he also earns a second CC, ACB, ACS, and/or ACG award during the program year, his club will not receive credit toward goals for them. This encourages all members to progress in the educational program, not just a few. Credit for an award may be given to only one club. Members who belong to more than one club must choose which one club will receive credit for an award.

For clubs to be credited for educational awards for the current DCP year, all award applications must be received at World Headquarters no later than June 30.
3. Clubs achieve Goal 7 when four new members join the club during the year and achieve Goal 8 when an additional four or more members join during the year. Clubs must submit to World Headquarters a membership application (Item 400) together with appropriate dues for each new member joining during the program year. New, dual, and reinstated members qualify; transfer and charter members do not. Membership applications must be received at World Headquarters no later than June 30 for your club to receive credit for the current DCP year.
4. Clubs achieve Goal 9 when at least four of their club officers (president, vice president education, vice president membership, vice president public relations, secretary, treasurer, and sergeant at arms) are trained in their responsibilities. (Of course, all club officers should strive to attend training.) Officers must attend and fully participate in two district-sponsored training sessions as described below. Credit is not given for non-officers attending in place of elected officers, and credit is given only for one person per office. Officers must be trained for the position to which they were elected.

At least four club officers must attend the first training session between June 1 and August 31, and districts must submit training information for this session to World Headquarters online no later than September 30. At least four club officers must attend the second training session between December 1 and February 28 (or February 29 in leap years), and districts must submit training information online no later than March 31.

Officers must be trained by authorized district representatives in a live training session. While audiovisual aids may be used to enhance training, they may not be the sole method of training. For example, club officers who simply view a video



that describes their responsibilities are not considered trained, even if the video was provided by a district leader. Training information submitted directly to World Headquarters by clubs will not be accepted. Club officers attending a training session are responsible for giving the person conducting the training session their names, offices, and club numbers.

5. Clubs achieve Goal 10 when at least one membership renewal report and one club officer list are submitted on time.

The club's October-March membership renewal report must be received at World Headquarters on or before October 10, or its April-September membership renewal report must be received at World Headquarters on or before April 10. (Of course, your club should strive to submit both reports before the deadlines.) Reports must be sufficiently completed and able to be processed by World Headquarters.

For clubs electing annually to receive credit, their lists must be received at World Headquarters by June 30 of the previous DCP year. This means that clubs whose officer lists are submitted by the June 30 deadline receive credit in the upcoming year's Distinguished Club Program, not for the one just ending.

For clubs electing semiannually, lists must be received at World Headquarters by June 30 of the previous DCP year and/or received at World Headquarters by December 31 of the current DCP year. Officer lists must be sufficiently completed and able to be processed by World Headquarters.

Toastmasters' Club Constitution and Bylaws states that clubs meeting weekly may elect annually or semiannually. Clubs meeting less frequently than weekly must elect annually. Annual terms are from July 1 through June 30. Semiannual terms run from July 1 through December 31 and January 1 through June 30. Clubs that elect officers contrary to this schedule are operating contrary to the Club Constitution and are not eligible for credit for submitting their club officer lists.

6. Clubs that charter during the program year receive credit only for those achievements obtained after the club officially charts.
7. Some Toastmasters clubs do not belong to districts. Undistricted clubs may qualify for recognition by one goal less than those designated.
8. No exceptions will be made to the requirements and to the deadline dates. World Headquarters is not responsible for late or inaccurate information submitted on documents. No changes will be made after documents are received at World Headquarters.
9. Documents must be received by the specified deadlines. Documents shall be received at World Headquarters by midnight, Pacific Time, on the deadline date even if the deadline falls on a weekend or holiday.

## REPORTS

Regular feedback is an important part of any recognition program. When you are working toward goals, you need to know how you are progressing. An online report shows your club's membership base, current membership, and progress toward the 10 goals. Following the June 30 close date, and after all data received has been processed, your club president will be sent a year-end report showing how the club did and any recognition it earned. Updates are available weekly on the Toastmasters International website: [www.toastmasters.org/reports](http://www.toastmasters.org/reports).



## THE CLUB SUCCESS PLAN

Think of a successful business or organization. What makes it successful? The answer is simple: planning. Its leaders set goals and developed plans to achieve those goals. They establish strategies to use in their efforts and monitor progress as they employ these strategies in their day-to-day work. They alter plans and strategies as necessary to assure accomplishment of their goals. And they are successful.

Your club can succeed and earn recognition, if it begins work immediately and implements the Club Success Plan, which has several benefits for the club:

- ▶ It helps your club to determine how it is going to meet the 10 established goals.
- ▶ It allows it to establish additional goals of its own.
- ▶ It outlines strategies for achieving the goals.
- ▶ It identifies resources your club may use in its efforts.
- ▶ It allows you to write in assignments, develop a timetable, and track accomplishments.

See an example of what a completed page of the plan may look like on the next page. A blank page with headlines also is included so you can develop a plan for achieving other goals your club may set for itself.

## Steps to Success

To achieve its goal to be a Distinguished Club your club's officers should do the following:

- ▶ Meet immediately after they are elected to study and use the Club Success Plan to set goals for their term of office and to assign responsibilities to specific individuals.
- ▶ Form committees to help them accomplish goals.
- ▶ Periodically review the goals and timetables to ensure the plan is being followed according to schedule.
- ▶ Compare the club's accomplishments to those shown on the online progress reports. If there are any discrepancies, the club should investigate.
- ▶ Note the club's accomplishments at year-end in the appropriate column and review the plan for accuracy, then give the entire plan and any comments or suggestions for improvement to incoming club officers. The plan serves as an administrative record of the club for the year and as a guide for officers in the coming year.

Twice each year the area governor will be visiting your club. During these visits he or she may ask to review your club's plan. Be prepared to show and discuss the plan and your club's progress in it. The area governor may be able to assist with any problems the club may be having or have valuable tips for achieving goals.

## The Advanced Leader Bronze Award

The Advanced Leader Bronze award recognizes members for their leadership activities within the club. One of the requirements for this award is that the member serve as a club officer (president, vice president education, vice president membership, vice president public relations, secretary, treasurer, or sergeant at arms) and participate in the preparation of the Club Success Plan while serving as this officer. By preparing and completing the plan your club's officers will be earning credit toward this award. Please make sure officers are aware of this.





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## DISTRICT RECOGNITION PROGRAM

The foundation of the new District Recognition Program is the Distinguished Club Program (DCP), which remains unchanged. 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.

### Distinguished Area Program

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 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.

Areas fulfilling these qualifying requirements that also do the following are eligible for Toastmasters International recognition at year-end.

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



## Distinguished Division Program

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.

Divisions fulfilling this qualifying requirement that also do the following are eligible for Toastmasters International recognition at year-end.

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	Select Distinguished Division
Distinguished clubs equal to at least 50 percent of the division's club base plus net club growth of one	President's Distinguished Division

## Distinguished District Program

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.

Districts that fulfill these qualifying requirements that also do the following are eligible for Toastmasters International recognition at year-end.

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

# CLUB SUCCESS PLAN

ACTIVITY	GOAL	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE START COMPLETE	ACTUAL COMPLETION
(1) CC awards	2	Determine which members are in a position to achieve CC status during the year. Encourage new members to complete manual projects, chart progress and recognize achievements.	Member Achievement Record (Item 1328), Wall Chart Set, (Item 306) Member Badge, CC Pin	VPE encourages, tracks, and recognizes education achievements.		
(2) CC awards	2 or more	Same as above	Same as above	Same as above		
(3) ACB, ACS, or ACG award	1	Determine which member is in a position to achieve AC status during the year. Chart progress, recognize achievements.	Member Achievement Record (Item 1328), Wall Chart Set (Item 306), AC application (Item 1226), Member Badge, ACB, ACS, ACG badge attachments, AC pin	Same as above		
(4) Additional ACB, ACS, or ACG awards	1 or more	Same as above	Same as above	Same as above		

# CLUB SUCCESS PLAN

ACTIVITY	GOAL	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE START COMPLETE	ACTUAL COMPLETION
(5) CL, ALB, ALS, or DTM award	1	Determine which member is in a position to achieve one of these awards during the year. Chart progress, recognize achievements.	Member Achievement Record (Item 1328), Leadership Award application, CL, ALB and ALS badge attachments, DTM badge, CL, ALB and ALS pin tags, DTM pins, DTM medallions	Same as above		
(6) CL, ALB, ALS, or DTM award	1 or more	Same as above	Same as above	Same as above		



# CLUB SUCCESS PLAN

ACTIVITY	GOAL	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE START      COMPLETE	ACTUAL COMPLETION
(7) New members	4	<p>Maintain an active membership-building campaign. Use the promotional material available from Toastmasters International. Promote the club through:</p> <ul style="list-style-type: none"> <li>• newspaper and magazine articles</li> <li>• community calendar</li> <li>• radio/TV appearances and announcements</li> <li>• window and bulletin board displays</li> <li>• Chamber of Commerce listings</li> <li>• a club speakers bureau</li> <li>• Communication Achievement Awards given to community members</li> <li>• Speechcraft, Success/Leadership and Success/Communication programs conducted for non-members</li> </ul> <p>Make guests feel welcome and ask them to join the club. Assign each new member a mentor and orient them to Toastmasters.</p>	<p>Toastmasters International's and the district's membership-building contests; Toastmasters' Online Store for available promotional material.</p>	<p>VPM and membership committee to spearhead campaign; all members should recruit new members. VPPR works to promote the club.</p>		
(8) Additional new members	4 or more	Same as above	Same as above	Same as above		

# CLUB SUCCESS PLAN

ACTIVITY	GOAL	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE START COMPLETE	ACTUAL COMPLETION
(9) Club officer training	At least 4 officers trained during June-August and at least 4 officers trained during December-February	All officers attend district-sponsored training.	Contact area, division or district governor for schedule of training sessions.			
(10) Dues and membership renewal reports and club officer lists	1 membership renewal report and 1 club officer list submitted by deadlines	Submit both reports online and by the deadlines of October 10 and April 10.  Submit officer lists online and by the deadline date(s)	Reminder emails are sent to club presidents of record.	Club treasurer begins collecting dues in early September and early March. Club president or treasurer completes report and submits it online, by mail, or fax.  Club president or club secretary submits changes after each election online, by mail, or fax.		

# CLUB SUCCESS PLAN

ACTIVITY	GOAL	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE START COMPLETE	ACTUAL COMPLETION
Qualifying Requirement	Have at least 20 members or a net growth of at least 5 members at year-end.	<p>Recruit new members and retain current members by keeping club meetings stimulating by:</p> <ul style="list-style-type: none"> <li>• Having meetings begin and end on time.</li> <li>• Making sure all meeting participants are prepared.</li> <li>• Making sure all club members have the opportunity to speak.</li> <li>• Maintaining program variety.</li> </ul> <p>Schedule:</p> <ul style="list-style-type: none"> <li>– Theme meetings</li> <li>– Speaker/evaluator exchanges</li> <li>– Joint meetings with other clubs</li> <li>– Speech contests</li> </ul>	<ul style="list-style-type: none"> <li>• <i>The Better Speaker Series</i></li> <li>• <i>The Successful Club Series</i></li> <li>• <i>The Leadership Excellence Series</i></li> <li>• <i>Table Topics™</i> games</li> <li>• <i>Success/Communication Series</i></li> <li>• <i>Success/Leadership Series</i></li> <li>• <i>Master Your Meetings</i></li> </ul>	All club officers and members.		

# CLUB SUCCESS PLAN

ACTIVITY	GOAL	STRATEGY	RESOURCES	ASSIGNMENT	TIMETABLE START      COMPLETE	ACTUAL COMPLETION



DISTINGUISHED CLUB PROGRAM GOALS

At year-end (June 30), the club must have at least 20 members **or** a net growth of at least five members **and** achieve the following goals:

<input type="checkbox"/> 1. Two CC awards	<input type="checkbox"/> 6. One more CL, ALB, ALS, or DTM
<input type="checkbox"/> 2. Two more CC awards	<input type="checkbox"/> 7. Four new members
<input type="checkbox"/> 3. One ACB, ACS, or ACG award	<input type="checkbox"/> 8. Four more new members
<input type="checkbox"/> 4. One more ACB, ACS, or ACG award	<input type="checkbox"/> 9. Minimum of four club officers trained during each of two training periods
<input type="checkbox"/> 5. One CL, ALB, ALS, or DTM	<input type="checkbox"/> 10. One membership dues renewal report and one club officer list submitted on time

- 5 goals achieved: Distinguished Club
- 7 goals achieved: Select Distinguished Club
- 9 goals achieved: President's Distinguished Club



WHERE LEADERS  
ARE MADE

Verify your progress at [www.toastmasters.org/reports](http://www.toastmasters.org/reports)



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## NOTES



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## NOTES



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