



A DISTRICT LEADER WORKSHOP · FRANK TSURO

Build Clubs That Last

Chartering sustainable new clubs in six weeks

Prospects · New Clubs · Sustainable Growth

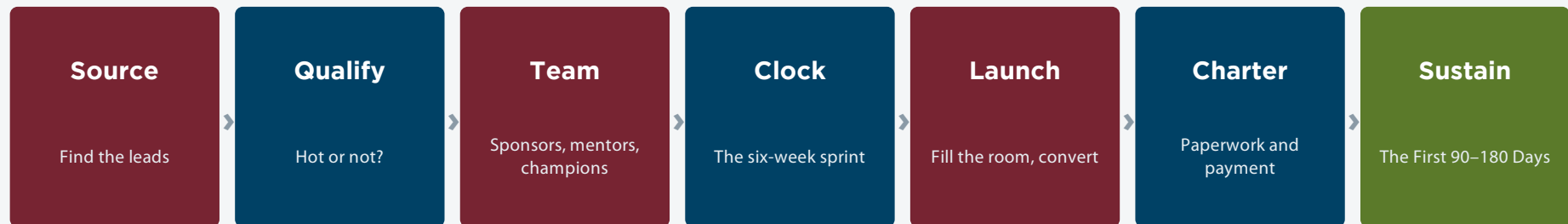
TOASTMASTERS INTERNATIONAL

THE PROBLEM WE ARE HERE TO SOLVE

Building a club is easy.
Building one that lasts is much harder.

THE ONE MODEL

Every Club Follows the Same Journey



NB: Source, Qualify and Team all happen before the six-week launch clock starts

THE ROUTE

Six Questions, One System

1

Where Do Good Club Opportunities Come From?

Sources of leads, and why your members are the best scouts.

2

How Do You Qualify a Lead?

Who owns it, who pays, can you fill the room. Go, hold or stop.

3

Who Builds the Club with You?

Sponsoring club, sponsors, mentors and corporate champions.

4

When Does the Six-Week Clock Start?

When the opportunity is ready for execution, before Week 1.

5

How Do You Fill the Room and Convert?

The three-week campaign and the Launch Event programme.

6

How Do You Make It Last?

The first 90–180 days, isolated clubs and relaunching a struggling club.

CHAPTER 1 • SOURCE

Where Do Good Club Opportunities Come From?

Clubs are found in members' lives: at work, in communities and wherever Toastmasters is relevant and convenient.

Start with a real need.



Sources of Club Leads

- 1 Ask Your Members Annually**
Where is travel, timing or format inconvenient? Who can open a credible door?
- 2 Follow Existing Club Footprints**
Target organisations that run clubs in other districts and also operate in your area.
- 3 Use District Market Intelligence**
Ask analysts where employers, campuses and professional communities are growing.
- 4 Close Gaps on the District Map**
Identify underserved areas and clusters of online-club members with shared remote locations.

Look for Evidence of a Strong Opportunity

- 1 Member Friction**
- 2 Existing Footprints**
- 3 Growth Nodes**
- 4 Service Gaps**
- 5 Remote Clusters**

Your Best Leads Already Pay Dues

Subject: Where Should Our Next Club Be?

Reply if any of these apply to you:

- You travel farther than is practical to attend your club.
- The meeting day, time or format is inconvenient for you.
- Your workplace, campus or community could sustain a club.
- You can introduce us to the person responsible for people development.

1

Send It Early

Your existing members are your best source of market intelligence.

2

Group the Replies

By geography, timing, organisation and introducer.

3

Verify the Pattern

Then pursue only the leads where the pattern holds.

CHAPTER 2

QUALIFY

02

How to Qualify a Lead

You can't charter enthusiasm. This is the twenty minutes that saves you six months.

Two Questions Before Anything Else

Q1

Is the pool large enough to sustain a club?

People who can attend regularly, not just people who exist on site.

Q2

Is there a genuine gap, or just enthusiasm?

Is this underserved or would members simply join an existing club nearby?

GO › Q1 YES & Q2 YES. Proceed to size and qualify.

HOLD › Q1 YES & Q2 NO or unclear. Investigate the gap and nearby clubs.

STOP › Q1 NO. The site cannot sustain a club.

A Hot Lead Has Three Things Confirmed

Who Owns It?

- Corporate: an Executive Champion with authority.
- Community: a committed founding lead.
- Enthusiasm without authority is not ownership.

Who Pays and How?

- Corporate: vendor, PO and payment route confirmed.
- Community: a bank account ready to collect dues.
- No payment path, no sprint.

Can You Fill the Room?

- Set a credible room target for the club type.
- Work backwards from registrations to attendance.
- If you cannot name the number, you cannot fill the room.

Any vague answer means HOLD or STOP.

The Readiness Gate: GO, HOLD or STOP

- 1 **Need** What friction or opportunity makes a club relevant now?
- 2 **Access** Who can convene the right people and approve the next step?
- 3 **Owner** Who owns attendance, communication and follow-through?
- 4 **Experience** Can we run a credible meeting rhythm, venue or platform?
- 5 **Pathway** How are applications, dues and the charter completed?

GO

All five areas are confirmed for execution.

HOLD

The need is real; but one or more areas are not ready for execution.

STOP

No sustainable need, accountable owner or viable pathway.

20 Will Charter You. It Won't Save You.

20

Official Charter Floor

- The legal threshold: at least 17 of the first 20 not already members of another club.
- Does not absorb dropout in Months 1 to 6.
- At 60% attendance, that is 12 people in the room.
- Do not present this as the target.

25-40+

Sustainability Target

- Community and open clubs: a starting bench of 25+.
- Corporate: 40+. Call-centre and shift clubs: 50+ to survive rotation.
- Absorbs absence and lets roles rotate.
- Charter at the minimum if you must. Do not rest until you reach this number.

Be explicit with sponsors: 20 to register, 25 to 40+ to survive.

Corporate or Community? The Honest Test

Corporate / Institutional

- ✓ **200+ Staff on Site**
Below that, attendance variance collapses the club within a year.
- ✓ **Executive Champion**
Budget authority and access to staff. A funder, not a fan.
- ✓ **Programme Owner**
A manager who chases attendance. Without one, corporate clubs die at Month 3.
- ✓ **Payment Path Active**
Vendor registration started, PO route identified in Week 1.

Community / Open

- ✓ **A Real Gap**
30+ minutes' travel or an unusable time. Verified, not assumed.
- ✓ **Named Sponsor and Local Champion**
One brings Toastmasters experience; one mobilises the local community.
- ✓ **A Committed Founding Core**
People are ready to invite others, form the officer bench and follow through.
- ✓ **Bank Account Available**
A practical account is ready to receive dues before launch.

Both routes need real demand, named ownership and a rhythm that runs without the founders carrying every meeting.

Score a Real Opportunity, Right Now

Five minutes. One real lead you are chasing. The pattern matters more than the total.

CRITERION	WHAT 'STRONG' LOOKS LIKE	0 · ABSENT	1 · PARTIAL	2 · STRONG
Demand	A specific problem, friction or opportunity is recognised.			
Access	A credible introducer and decision-maker are reachable.			
Ownership	A named person will drive attendance and follow-through.			
Convenience	A workable day, time, format, venue or platform exists.			
Sustainability	A realistic member, officer, dues and support pathway exists.			

Any zero on Ownership or Sustainability = NOT Launch-Ready. Fix it before you schedule.

CHAPTER 3 · THE TEAM

One Volunteer Cannot Build A Club

Build the right team before the clock starts.



Sponsors Get It Chartered. Mentors Make It Last.

Two Sponsors

- Market the opportunity.
- Run pre-charter events and applications.
- Plan the Charter Ceremony and handover the club to its elected officers.

Two Mentors

- Guide for 6–12 months.
- Build leadership and membership rhythm.
- Plan their exit from Day 1.

Sponsoring Club

- Provides experienced members to support charter events.
- Supports launch logistics and payments.
- Provides hands-on event and mentorship support in first few months.

Corporate: Two Layers

- Executive Champion: authority and budget.
- Programme Owner: attendance and follow-through.
- Both are required.

Every sponsor and mentor must understand the gap, audience and club purpose.

Five Tests for the Right Sponsors and Mentors

1

Can They Commit for 6–12 Months?

Sponsors stay through handover; mentors stay long enough to build ownership.

2

Do They Understand the Gap and Audience?

They must buy into the problem, target members and purpose of the club.

3

Have They Built or Run a Successful Club?

Corporate mentors should understand the realities of corporate clubs.

4

Can They Execute the Charter and Handover?

Forms, payment, launch rhythm, officer bench and a clear transfer of ownership.

5

Are They Active Members in Good Standing?

Mentors must be active and paid; sponsors should also be current and engaged.

Select for commitment, competence, context and the ability to let the club lead.

Great Mentors Build Systems That Outlast Them

- 1 An Active Membership Building Plan**
New clubs carry higher attrition than established ones. Help the club build a continuous Membership Building Plan that keeps attracting guests, following up prospects and welcoming new members long after the charter.
- 2 A Leadership Pipeline, Not 7 People Carrying It**
Develop future leaders before they are needed. Encourage every member to contribute through officer teams, projects or subcommittees so leadership is shared, not concentrated in seven people.
- 3 A Culture of Continuous Learning**
Coach the club to deliver regular educationals using the Successful Club Series, Better Speaker Series and occasionally the Leadership Excellence Series helping members continually improve event quality and leadership capability.
- 4 A Coaching and Mentoring Culture**
Encourage every new member to have a mentor and build a culture where experienced members coach, mentor and develop others.
- 5 Continuous Club Improvement**
Coach the Executive Committee to use the Club Success Plan, Moments of Truth and the Distinguished Club Program to review performance, identify improvement opportunities and keep the club moving forward.

Great mentors don't do the work. They build the systems that keep the club working after they leave.

CHAPTER 4

THE CLOCK

The six-week clock starts at Execution Readiness

This is an execution clock, not a planning clock.

The Club Does Not Start At Week 1

Before Execution

Week 0 · or as long as readiness takes

- Source and qualify the lead
- Name the owner and champion
- Confirm the payment path
- Secure venue, rhythm and access
- Build the sponsor and mentor team

The Six-Week Execution

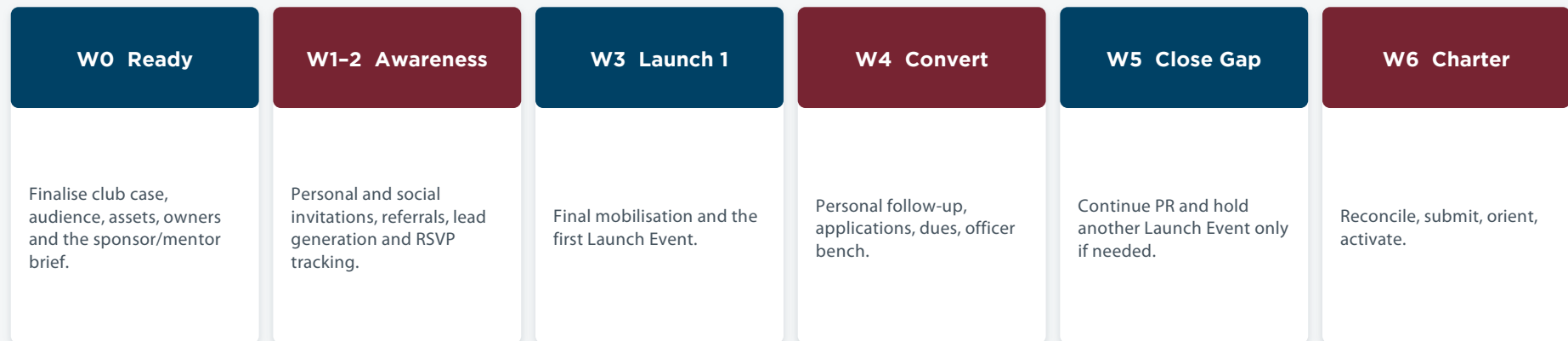
Weeks 1 to 6 · fixed

- Build awareness and leads
- Mobilise the launch room
- Convert interest into applications
- Close any membership gaps
- Charter and handover

Start the clock only when the opportunity is ready to execute.

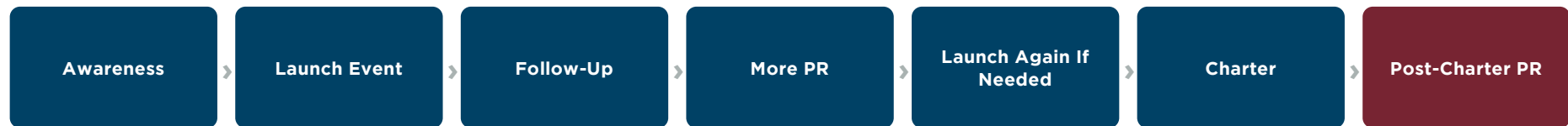
The Six-Week Execution Cycle

Clock Starts: club case · audience · owners · onboarding path · venue · team ready



An execution sequence, not a planning window. If readiness breaks, pause and repair before forcing the date.

PR Never Stops



1

Corporate Channels

Executive Champion email, intranet, manager briefings and personal invites from the Programme Owner.

2

Community Channels

FROGS referrals, nearby clubs, LinkedIn, Facebook, Meetup and trusted local networks.

3

After the Charter

Keep recruiting through the first 90–180 days. Every member brings one person in their shoes.

THE PAUSE RULE

If the room isn't full, delay launch.

A delayed launch recovers. A forced launch exports the problem to the club/district.



CHAPTER 5

LAUNCH AND CONVERT

When guests speak, they join

A launch event is not a celebration. It is a conversion event.

THE UNCHANGEABLE BLUEPRINT

The Launch Event/ Showcase Programme

One page. 60-90 minutes. Guest-focused, yet familiar Toastmasters flow. Interactive and designed to move interest into action.



Reckitt Toastmasters

Monday 22 July 2024

Hybrid Launch Programme

Time	Activity	Responsible/Speaker
09:15	Security Registration Networking	All delegates
09:30	Call to Order	Lebato Tlaka
09:35	Programme Director	Maud Nale
09:40	Introducing Reckitt Toastmasters	Reckitt Representative
09:50	You and Toastmasters	Frank Tsuru
09:55	Member Moment	Yonela Motloun
Prepared Speeches		
10:00	Speech title: Squeaky Clean Path: Effective Coaching	Speaker: Tebatso Nalane Evaluator: Michael Shackleton
10:15	Speech title: "Level Up!" Pathways: Presentation Mastery	Speaker: Andrew Tsuru Facilitated evaluation
10:30	Guest Storytelling	Yonela Motloun
10:40	Transferrable skills: What's in it for you?	Bryton Masiye
11:10	Forward Planner & QnA Meeting dates and times Programme for the next session	Maud Nale
11:30	Close	Maud Nale

Welcome to Reckitt Toastmasters

Toastmasters International is a world leader in communication and leadership development. Our membership is more than 332,000 memberships. Members improve their speaking and leadership skills by attending one of the 16,400 clubs in 149 countries that make up our global network of meeting locations.

The world needs leaders. Leaders head families, coach teams, run businesses and mentor others. These leaders must not only accomplish, they must communicate. By regularly giving speeches, gaining feedback, leading teams and guiding others to achieve their goals in a supportive atmosphere, leaders emerge from the Toastmasters program. Every Toastmasters journey begins with a single speech. During their journey, they learn to tell their stories. They listen and answer. They plan and lead. They give feedback—and accept it. Through our community of learners, they find their path to leadership.

Inside the Programme: What Each Part Does

- 1 Registration and Welcome**
Capture contact details. Give guests the story card. Keep the welcome warm and brief.
- 2 You & Toastmasters and Member Moment**
Explain how Toastmasters changes lives and have a member share their personal Toastmasters story.
- 3 Two Speeches with Evaluations**
A newer speaker shows accessibility. An advanced speaker shows the potential ceiling. Guests evaluate Speech 2.
- 4 Guest Storytelling**
Give each guest 60 seconds. Make participation feel safe and celebrated.
- 5 What's in it for you, then the Close**
Highlight leadership opportunities in Toastmasters and encourage guests to take the step to join, explain fees and the next step. Collect applications and payment. Announce the next three dates.

Give guests a voice. When guests speak, they join.

On the Registration Table

1

Welcome Letter

Sets the tone before the meeting starts and goes into the Guest Pack alongside it.

2

Guest Storytelling Card

Each guest completes one on arrival, before the meeting starts. It fuels their 60-second Guest Storytelling moment later.



Welcome to Amanzimtoti Toastmasters Club

A Toastmaster's Journey
(from <http://www.toastmasters.org/Membership/A-Toastmasters-Journey>)

"I wasn't born a leader. They were all around me though. In the community, at work, at school. Leaders were everywhere.

They were the heads of families, coaches of teams, business leaders, mentors, organizational decision-makers. I admired these leaders. They influenced who I was and who I was becoming. Whatever they did professionally or how they became what they were, I aspired to walk in their footsteps.

And, so, I committed myself to becoming one. Finally, it came to me. It wasn't just what leaders knew that enabled them to lead. They had a voice. They could tell their story. They could listen and answer. They didn't just accomplish, they communicated.

So I set out to find my voice. Learn to process information on my toes. I needed to learn to listen. Learn to give feedback – and accept it. I needed to organize, plan, deliver, follow up. I needed a place where all the ingredients were there, and someone would guide me along the way.

I found that place.
I found a community of learners and the path to leadership.
I am a leader – and I was made."

Toastmasters Club Mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

Amanzimtoti Toastmasters Club next event: 28 April 2016

Once-Off Joining Fee: R350.00
6 months Toastmasters Dues: R700.00
Total: R1050

Banking Details:

Kloof Toastmasters Business Breakfast
Standard Bank
Branch Code: 04-55-26
Current Account no: 301333483

District 74 • Where Leaders Are Made

Welcome letter

YOUR NAME:

Welcome to Toastmasters. Please write something about yourself that is interesting, adventurous or that you are proud of, that **NO ONE at this event** knows about. Please complete before the event starts and hand in at the registration desk.

.....

.....

.....

.....

.....

.....

Email address:.....

Cell number:



Guest Storytelling card

Inside the Experience Pack

1

The Launch Programme

The one-page run of show every role holder follows, so the meeting feels rehearsed, not rehearsed-looking.

2

Evaluation Checklist

Guides guests through the facilitated evaluation – their first taste of the Toastmasters feedback culture.

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The Launch Programme

Evaluate Check List

The purpose of an evaluation is to support, help and encourage the speaker to improve, develop and grow their speaking skills, by giving them:

- Honest and sincere praise,
- Positive reinforcement when improvements occur,
- Helpful direction, where and when necessary.

Evaluate the speech – not the person.

Note: There is no such thing as a perfect speech.

1. How effective was the speaker's introduction in helping you understand the purpose of the Speech?
2. How heavily did the speaker rely on notes?
3. What aspect of the speaker's style did you find unique? Why?
4. What could the speaker have done differently to make the speech more effective for you?
5. What did you like about the speech?
6. What I heard, saw, felt and thought about the speech

Pt.	Item	Avg.	Good	V. Good	N/A	Comments
1	Speech Effectiveness					
2	Speech Preparation					
3	Vocal Variety					
4	Gestures					
5	Vivid Imagery					
6	Language					
7	Did the speaker structure the speech clearly and simply					
8	Speech Relevancy to Audience					
9	Visuals					
10	Take Away Message					
11	Did the speaker meet objectives?					

Evaluation checklist

Inside the Decision Pack

1. Leadership Opportunities

Shows the seven Exco roles every member can grow into.



Toastmaster Leadership Opportunities

There are seven Executive Committee (Exco) positions that lead every Toastmasters club. Ideally, the roles of Vice President Education, Vice President Membership, Vice President Public Relations and Sergeant-at-Arms are supported by small teams of members. The more members involved in leading the club, the easier it is to build a successful, sustainable club without placing too much responsibility on any one person. Leadership is about developing other leaders, making the journey enjoyable, rewarding and beneficial for everyone.

- President** – The President's Job description is to ensure that each and every one of Executive Committee members "wins" at their job. Number 1 is that the President helps the Exco members. He/she sets them if they need help and backs them up. If you help those in your team and ask for help when you need it, you are going to be successful as a President.
The President will normally chair the first part and ending of the meeting.
- Vice President of Education (VPE)** – The Vice President Education leads the club's educational programme. They prepare the meeting schedule, arrange speaking opportunities, assign meeting roles and help members progress through their Pathways learning journeys. The VPE encourages members to set educational goals, recognise their achievements and works to ensure every meeting provides a valuable learning experience. Meeting schedules are usually prepared a month in advance and shared with members.
- Vice President Membership (VPM)** – The Vice President Membership leads the club's membership growth and retention. Working with all club members, they recruit new members, follow up promptly with every guest and ensure visitors receive a warm welcome at each meeting. They also help new members settle into the club and begin their Toastmasters and Pathways journey successfully.
- Vice President Public Relations (VPPR)** – The Vice President Public Relations promotes the club within the community and maintains its public image. Working closely with the Vice President Membership, they use social media, the club website, newsletters, local media and other promotional activities to attract guests and support the club's continued growth.
- Treasurer** – Collects and remits semi-annual dues, and makes purchases for the club as decided. The Treasurer tracks income and expenses, and reports to the membership.
- Secretary** – Keeps minutes, attendance, etc. and saves correspondence for the club. This is the member who will host the history of the club.
- Sergeant-at-Arms** – The Sergeant-at-Arms prepares the meeting venue before each meeting, ensuring that all equipment, materials and the meeting room are ready. After the meeting, they coordinate packing away the club equipment and leaving the venue as it was found. One of their most important responsibilities is welcoming members and guests as they arrive, helping everyone feel comfortable from the moment they walk through the door. Where appropriate, the Sergeant-at-Arms also liaises with the venue regarding facilities, catering or meeting arrangements.

These descriptions provide an overview of the Executive Committee roles. Every officer is encouraged to recruit, develop and lead a team of members to assist them. Leadership is about building teams, not carrying every responsibility yourself.

Serving as a club officer, or as part of an officer's team, provides practical leadership experience while contributing to the success of the club. Officer service also forms an important part of the Pathways learning experience and contributes towards the leadership requirements for the Distinguished Toastmaster (DTM) award. Toastmasters' highest educational recognition. Members develop valuable skills in leadership, planning, coaching, teamwork and project management while helping others succeed.

Leadership opportunities

2. Transferable Skills

Maps each club role to real workplace skills.

Transferable Skills

President	VP-Education
Experience in leadership	Motivating others
Leading/building teams	Setting and achieving goals
Meeting goals	Organization and leadership
Motivating & coaching others	Time Management
Conflict Resolution	Career Planning
Time Management	Event/Meeting Planning
Treasurer	Secretary
Receiving & managing money	Communication and listening skills
Budgeting	Proficiency using software programs
Keeping accurate records	Accurate record keeping
Disbursing funds	Time management
Purchasing	Organization
	Report / Minute Writing
VP-Membership	VP-Public Relations
Sales skills	Marketing experience
Improved communication skills	Using social media & websites
Confidence to meet new people	Confidence to meet the public
Reward/Incentive Planning	Journalism
Campaign Development	Media Relations
Networking	Photography
Sergeant-at-Arms	Past President
Inventory Management	Ability to hold an effective meeting
Master of Ceremonies	Preparation
Customer Service	Organization
Organization	Training
Interpersonal/Communication Skills	Coaching
Event Planning	Policy Administration



Transferable skills

3. Pathways Overview

Shows the five core competencies and six learning paths.



Paths and Core Competencies

The Toastmasters Pathways learning experience was developed around the five core competencies identified by the Board of Directors.

FIVE CORE COMPETENCIES

It is important to note that each member using Base Camp will have the opportunity to select from many electives to extend their learning. With the addition of electives, members have the flexibility to cover all core competencies within each path.

- 1 PUBLIC SPEAKING**
- 2 INTERPERSONAL COMMUNICATION**
- 3 STRATEGIC LEADERSHIP**
- 4 MANAGEMENT**
- 5 CONFIDENCE**

Confidence is unique because it cannot be taught, but is gained in every path.

6 PATHS

The primary core competencies represented in each path are listed in order of emphasis next to the path name.

- Dynamic Leadership** (1 2 3 5)
Build strategic leadership and conflict resolution skills
- Engaging Humor** (1 5)
Build interpersonal communication, leadership, and coaching skills
- Motivational Strategies** (1 2 3 5)
Build public speaking and speech writing skills
- Persuasive Influence** (1 3 2 5)
Build creative project management and communication skills
- Presentation Mastery** (1 5)
Build communication and leadership skills
- Visionary Communication** (1 3 2 5)
Build motivational leadership and communication skills

Page 1 of 13

Pathways overview

Inside the Commitment Pack

1

Club Joining Rates

The joining fee and dues, spelled out plainly, with a payment method ready on the night.

2

Charter Membership Application

Different from the standard application – used only while the club is still chartering. Signed and paid on the night.



Anglo-Francophone Toastmasters Club Joining Rates

Thank you for your interest Toastmasters.

Toastmaster dues are as follows:
 > Once off initial joining fee of R3000 for registration
 > Dues from August 2019 to March 2020 are R1,000
Total: R1,300

Banking Details
Toastmasters Entrepreneurs
First National Bank
 Branch Code: **250655**
 Business Cheque Account no: **62748523687**
 Reference: AF + Name

N.B. Please note: All fee structures are subject to foreign exchange controls and can be updated at any time.

We look forward to welcoming you to the Anglo-Francophone Toastmasters Club.

Contact Person: Maud Nale
Email: maud.nale@gmail.com
Cell: 072 567 7389

Club joining rates



Charter Membership Application

Prospective members should follow the instructions provided below for becoming a charter member.

1. Complete and sign this application.
2. Include applicable payment information (page 3).
3. Submit the completed application to the club coordinator.
4. Please check here ☐ if you use assistive technology (such as a screen reader) to view your educational materials.

For questions, please contact newclubs@toastmasters.org.

Membership Application

Club Information This section is completed by a club officer			Membership Type ☐ New ☐ Reinstated (break in membership) ☐ Dual	
Club number	Club name	Club city	☐ Transfer (if applicant is transferring from another club, please fill in the four lines below)	
Applicant Information This section is completed by the applicant. ☐ Male ☐ Female ☐ Non-binary ☐ Decline to respond			Previous club name	
Last name/Surname	First name	Middle name	Previous club number	
Any items mailed to you will be sent to the following address:			Date of transfer (MM/YYYY)	
Organization/in care of			Member number	
Address line 1 (limit 35 characters)				
Address line 2 (limit 35 characters)				
City	State or province			
Country	Postal code			

Charter membership application

The Complete Launch Pack: Nine Documents, Four Jobs

1 · Registration Pack

Capture details, make guests feel expected

Guest Storytelling card · Welcome letter

2 · Experience Pack

Deliver a consistent experience

The Launch Programme · Evaluation checklist

3 · Decision Pack

Show value, not just information

Leadership opportunities · Transferable skills · Pathways overview

4 · Commitment Pack

Drive action before motivation drops

Club joining rates · Charter membership application

Track Every Prospect Like They Already Belong

1

Capture the Full Picture

Name, need, contact details, status, owner and next action.

2

Work Every Lead

Call, orient, invite and update the tracker after every contact.

3

Protect Every Hand-Off

Every referral has a person, a date and a next step.

Fourways Firebrands Leads

File Edit View Insert Format Data Tools Extensions Help

100% Arial 10

	B	C	D	E	H
	full_name	what_is_the_biggest_challenge_that_you_would_like_toastmasters_to_help_you_overcome?	op_number	email	
1	Andries	Did not state	27713029367	Selati@gmail.com	No response yet
2	Mambele Millie Manaka	Public speaking	27832128669	mambele.manaka@gmail.com	Referred to JJ at Rivonia
3	Tendayi Manyonda	Public Presentation	27610285027	tendayi.manyonda@gmail.com	Wants to join - only able to pay on July 1
4	Candice Coetzee	falling over my words when public speaking due to nervousness	27798917444	candicecoetzee@gmail.com	Interested, waiting for her response
5	Pumulo Ndlovu	Improve my public speaking skills and leadership skill	27624957566	Pumulondlovu8@gmail.com	Referred to Maud at Randburg
6	Elna Latchman	the ability to accept rejections	27729350320	manishalat25@gmail.com	Lives in Lonehill, waiting for response to final call.
7	Galtsewe Lenepa	Self awareness	27829569447	galtsewe@gmail.com	Interested, waiting for response to final call
8	Charlotte Moeketsi	self esteem	27798798034	charmoe@gmail.com	Interested in Fourways but wants to experience an event first next week
9	Nkelemane Morabe	Speak to public and improve my leadership	27846915091	Morabesydne17@gmail.com	To attend Fourways
10	Neo Ranthimo	just confidence in fluent articulation and engaging an audience	27620886808	neoranthimo@gmail.com	No response yet, waiting for response to final call
11	Thato Choma	Structuring content and using my voice more artistically	27656808960	thatochoma@gmail.com	Not interested in online - after lockdown
12	Seanokeng Ramosepele	Speak confidently	27780136407	sonia.ramosepe1@gmail.com	Referred to Keamo for Pretoria North
13	Majikjele Lindanie Maphoe	confidence	27717093752	lindanimaphosa@gmail.com	To chat to with Maud about Fourways
14	Nkgomotsang Motsamai	speaking in public	27782207537	Nkgomo65@gmail.com	Spoken to Maud
15	Josi Josiane	Speak in public	27723536880	cwena2017@gmail.com	Interested in Fourways, no money yet.
16	Penelope Antoncich	i was previously at toastmasters	27825621210	pennyprhl@gmail.com	Interested in joining Fourways
17	Rukky Samuel	Improve public speaking	27677565452	osaro.ojankeh39@gmail.com	Lives in Fourways, non-committal but maybe she should come to event
18	Nokuzola Madianga	Public speaking, self awareness	27827847125	lz8970@gmail.com	No response yet, waiting for response to final call
19	Zinhle Majola	fear of public speaking	27810068197	zihlemajola@gmail.com	Based in Richardsbay, will attend Fourways online to experience Toastmasters
20	Janet Dalton	id like to become a better public speaker	27790267566	janet@tagdigital.co.za	Lives in Fourways, wants to join + daughter
21	Basudha Modak	my clarity of speech and my confidence level needs to increase	27613938801	bsmodak2002@gmail.com	Lives in Lonehill, waiting for response to final call.
22	Mhlanina Rinnawa	confidence	27813854583	mhlaninahonnwa@gmail.com	Interested in Fourways

MOMENTUM EVAPORATES FAST

Clubs Don't Collapse in Three Months. They Collapse in the 48 Hours After.

Now

Collect signed application forms and accept cash or immediate EFT payments

24h

Thank every applicant for attending, send invoice with clear payment instructions for those not paid up, and confirm the next 3 event dates.

48h

Call every applicant, personally, to answer questions, reinforce commitment and confirm attendance/participation for the next event

THE CONVERSION WINDOW

Launch again only if you still need 20

If the first Launch Event reaches 20 committed members, move to charter. If not, follow up, continue PR, close applications and hold another Launch Event.

The target is 20 committed members, not a fixed number of events.



CHAPTER 6 · SUSTAIN

The Charter Ceremony Creates the Handover

Celebrate the milestone, renew momentum and hand the club formally from sponsors to mentors.

Sponsors step back. Mentors step in for 6-12 months.



BUILD AN AREA NOT JUST A CLUB

**If the new club is isolated,
build the area around it.**

Start executing nearby leads during the first 90-180 days: sponsors nearby, joint events, shared guests and a support cluster.

The First 90 Days Prevent a Paper Charter

0–30

Rhythm

Event dates, officer basics, member onboarding including Pathways access, onboarding and orientation.

31–60

Quality

Evaluations, role rotation, member progress, guest experience, retention signals.

61–90

Ownership

Club officers lead; mentors advise; the district supports.

The goal is a club that keeps running when the launch team steps back.

Relaunching a Struggling Club

- 1 Same Discipline, Different Starting Line**
Use the same readiness gate and six-week execution once the club is ready.
- 2 Appoint the Right Coach**
Match the coach to the turnaround need: energy, experience, positioning and context.
- 3 Analyse Before Prescribing**
Study strengths, legacy, weaknesses, positioning and competitiveness.
- 4 Win Members**
Explain the reason for change, show the benefits and ask for their buy-in.
- 5 Execute Relaunch**
Do your PR, plan a guest focused relaunch event and close the sale

Win Members

Agree on Turnaround

Failure to do so can sabotage relaunch

COME BACK TO THESE

The Three Anchors

01

Speed Creates Momentum

The six-week window is real. After it, priorities shift and leads go cold. Velocity is the product, not the stress.

02

Ownership Creates Sustainability

A club with no named owner is a club waiting to collapse. The owner answers when things go wrong.

03

Walk Away from Lukewarm Leads

A collapse in Month 7 is worse than a pause in Week 2. Protect the club, the district and your credibility.

When the room is tired and the lead looks warm enough, come back to these.

CALL TO ACTION

Your Next Seven Days

1

Map

Mark geographic gaps and growth nodes.

2

Ask

Send the member-intelligence email.

3

Score

Rank prospects on the five criteria.

4

Assign

Give each opportunity one named owner.

5

Convene

Book the first qualifying conversation.

One Action. Per Person. This Week.

Build Where the Need Is Real.
Charter When the Support Is Ready.
Stay Long Enough to Make It Last.

What will you move in the next seven days?