

District 39 Recruiting Club Coaches

As any sports fan knows, sometimes a team goes into a slump. It may lose star players to injuries or free-agency, and the team may become discouraged and disheartened. They may not play as well together as they once did. Then, the team starts losing games, the fan base declines, and the revenues fall off. That's when the club owner usually decides to take action by hiring a new manager or coach to revitalize the team and get it back to winning status.

Toastmasters clubs can go into slumps, as well. Membership may fall off as people change jobs or relocate, members who do attend may not speak from the manuals, officers may not get the training they need, meeting quality may deteriorate, dues renewals may not be submitted on time, and educational achievements may be meager. These clubs need help to bring back their vitality. A dynamic coach can make a big difference!



Club Coaches are essential in bringing clubs to good health, and District 39 is recruiting a team of dedicated and talented people to work with those clubs and members who want to restore their clubs to championship form.

Coaches help club members to learn how to not only hit the ball, but run the bases:

First Base – Recruiting new members, selecting and training outstanding officers, and building leadership skills.

Second Base – Elevating the quality of the meetings and developing the members' skills in listening effectively, evaluating to motivate, and impromptu speaking which bolsters confidence and esteem.

Third Base – Encouraging members to achieve Competent Communicator and Advanced Communicator awards with exceptional speeches based on the Toastmaster manuals and attend functions outside the club environment to strengthen their abilities and build their network base of friendships.

Home Runs – Earned when the paperwork for educational achievements, new officers list, and dues are submitted. The club scores when the members and club attain their goals-the trophy is Distinguished, Select Distinguished or President's Distinguished Club!

The coaches, themselves, reap benefits, as well! They develop leadership skills, gain the satisfaction of helping people grow, and have fun interacting with club members and District leadership. Serving successfully as a club coach is a step toward achieving the Advanced Leader award.

Coaching is a WIN-WIN situation for all involved! Hooray for these RED HOT COACHES and congratulations to the clubs they serve!



What to be a coach then contact the **Lt. Governor of Marketing**



Coach's Equipment Locker

- 1) Read this 23 page manual on "How to Rebuild A Toastmaster Club" Just click for <http://www.toastmasters.org/pdfs/1158.pdf> The manual is free.
- 2) Toastmaster's has many resources that can be purchased by the club to help it rebuild. Visit this brochure to identify tools and resources that the club can purchase. <http://www.toastmasters.org/pdfs/firstaidforyourclub.pdf>
- 3) Encourage the old and new members to use the new Competent Leadership Manual at every meeting. All members working together on these 10 leadership skills will lead to personal and club growth. Look at the Frequently Asked Questions, of this next link, to see how the new program enhances the Toastmasters Program and can help revitalize the team. <http://www.toastmasters.org/artisan/member.asp?CategoryID=1&SubCategoryID=&ArticleID=364&SearchText=>
- 4) Follow this six point plan to triple membership in 6 months. <http://www.toastmasters.bc.ca/uploaded/files/13.pdf>.
- 5) Plan and give a Speechcraft within you community. <http://www.toastmasters.org/artisan/detail.asp?CategoryID=1&SubCategoryID=2&ArticleID=184&Page=1>
- 6) Use this Sample Speechcraft outline. <http://www.toastmasters.bc.ca/uploaded/files/40.zip>

Coaching Flyer Prepared by Joe Velky, DTM