

## CLUB SPONSOR

There is an abundance of paperwork that must be properly completed before a club can submit its chartering application to Toastmasters International. That is where the experience of the Club Sponsor comes in handy.

A Club Sponsor works with the persons who are interested in starting a new club. The new club could be within a company or organization or it could be a community club. To get credit as a Club Sponsor, the names of up to two persons must appear on the charter form as a Club Sponsor. That form needs to be signed by the District Governor.

While rarely mentioned, a club sponsor is very important to the future of a club. Why? Because the club sponsor is the first exposure to Toastmasters that most of the new club members receive. Those new members begin to do things in the manner that the club sponsor has done them in his or her own club. That shapes the “personality” of the club that will last for years.

For guidance, the Club Mentor should refer to manual #121 “How to Build a Toastmasters Club: Step-by-Step Guide” (or download the entire manual from <http://www.toastmasters.org/NonNavigableDocs/HowtoBuildaToastmastersClub.aspx>).

For chartering forms, see <http://www.toastmasters.org/Members/MembershipBuilding/NewClubs/Forms.aspx>

## CLUB MENTOR

New clubs often consist only of first-time Toastmasters. Thus, they need assistance for a few months while they learn how to appropriately run their club and meetings. This assistance can be in the form of a Club Mentor.

The district governor assigns up to two mentors to a new club. Preferably these mentors are present at the meetings when the club is being formed (i.e. before chartering). The mentors often join the club during the time they serve as mentor. A mentor usually serves for six months.

The club mentors usually serve in a number of meeting roles, particularly such roles as Toastmaster, General Evaluator and Speech Evaluator. This is to demonstrate how to serve the roles. The mentor will probably want to occasionally bring in other experienced Toastmasters to fill roles until the new club members are comfortable and proficient at serving all of the meeting roles.

For guidance, the Club Mentor should refer to manual #1163 “Club Mentor Program Kit”.

## CLUB COACH

Clubs with twelve or less members need the special attention of a club coach. A club coach works with the club to help it become a Distinguished Club by June 30 or by the following June 30.

The district governor assigns up to two coaches to a club that has said it wants coaching. The coaches must be members of other clubs at the time of the appointment although the coaches often become members of the clubs they are coaching.

The club coach comes from the outside with new viewpoints, perspectives and experience. Club coaches help clubs in other ways such as:

- Using volunteers to conduct a Speechcraft in the community of company to help the club build its membership
- Scheduling joint meetings with nearby clubs to boost morale and present a more effective showcase for prospective members.
- Looking at the needs of the members and determine areas needing improvement. This may result in a change of meeting place, time, day, frequency of meetings or a change of club name to create a “new club” spirit.
- Getting the club involved in area and district activities.
- Actively promoting the club within the community or organization.

For guidance, the Club Coach should refer to the Toastmasters manual #1158 “How to Rebuild a Toastmasters Club”. Also see <http://www.toastmasters.org/NonNavigableDocs/RebuildaClub.aspx>

## How it Works

Part of the mission statement of Toastmasters International says “continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs”. Within the mission statement of districts it says “extend the network of clubs”. Thus, building new clubs is a key component of Toastmasters.

Few people outside of Toastmasters can start a new club by themselves. It usually takes people with Toastmasters experience to provide the necessary assistance required to get a new club up and running. To that end, Toastmasters has created two special offices: Club Sponsor and Club Mentor. The Sponsor helps with the details to get the club chartered. The Mentor helps the members learn the specifics of running the club and having effective meetings.

Of course, over time, clubs lose members for a variety of reasons. Sometimes clubs drop in membership to under twelve. That is a critical point in the life of a club. With twelve or less members, it is difficult to sustain an effective club with productive meetings. A special office called Club Coach can help. This person knows how to build back up the membership of a club.

All three of these special offices allow the Toastmaster a change to earn credit towards the Advanced Leader Silver award.

## For More Information

### Club Sponsors:

Catalog #121

[http://www.toastmasters.org/sponsor\\_script.aspx](http://www.toastmasters.org/sponsor_script.aspx)

### Club Mentors:

Catalog #1163

[http://www.toastmasters.org/mentor\\_script.aspx](http://www.toastmasters.org/mentor_script.aspx)

### Club Coaches:

Catalog #1158

[http://www.toastmasters.org/coach\\_script.aspx](http://www.toastmasters.org/coach_script.aspx)



**Club Assistants:  
Sponsors,  
Mentors  
and Coaches**