

## Extension Team

A successful demo meeting needs several experienced Toastmasters. Start gathering them to serve the various demo meeting roles, which are:

Toastmaster	Speaker
Timer	Evaluator
Word Master	General Evaluator
Ah Counter	Topics Master
Grammarian	Topics Speakers (2-3)

## Pre-Demo Meeting Work

Do these before the demo meeting:

- Line up one or two persons to be the Club Sponsors
- Line up one or two persons to be the Club Mentors
- Develop and print an agenda to be given to all attendees
- Determine and print all demo meeting handouts such as:
  - Why Toastmasters
  - Meeting Roles
  - Manuals used in Toastmasters
  - Awards given by Toastmasters
  - Club Officers and their Duties
- Gather and review all paperwork needed for chartering the club (the Club Sponsors will need this for the organizational meeting)
- Stay in communication with your contact person to assure s/he is sending out the promotion for the demo meeting
- Decide with the PCP if food/drink will be provided at the demo meeting

## Demo Meeting

Once in the demo meeting, do these tasks:

- Gather for the demo meeting
- Have a sign-in sheet (name and contact information) for all attendees
- Have the PCP open the meeting and explain purpose of the meeting and who/how membership dues will be paid
- Hold a 30-minute demo meeting with some explanations given to the audience of what they are witnessing
- Allow for Q&A
- Introduce the Club Sponsors and Club Mentors
- Announce the Organizational meeting
- If club members pay their own dues, tell them to bring their checkbooks to the Organizational Meeting

## Organizational Meeting

The tasks to do at the organizational meeting include:

- Have the Club Sponsors bring the charter paperwork
- Have the Club Sponsors run the Organizational Meeting
- Pass around the charter paperwork membership forms so attendees can sign up to join and, if applicable, attach their checks
- Have the attendees determine:
  - Club Name
  - Frequency / Day / Time to meet for their regular club meetings

- How often they will elect club officers (must meet weekly to optionally elect semi-annually)
- Club Officers (and tell them about TLI)
- Club Dues (for club/meeting supplies)
- When to hold the first meeting
- At the first meeting, who will be the speakers and who will fill any other roles
- Line up 2 or 3 experienced Toastmasters to serve as Evaluators for the first few meetings
- Have the Club Sponsors complete the charter paperwork, including the district governor signature
- Be sure to list on the charter paperwork the names of the Club Sponsors and the Club Mentors
- Have the PCP send in the charter paperwork to Toastmasters International

## First Club Meeting

When it comes time for the first actual meeting of the club, do these tasks:

- Have the Toastmaster of the first meeting prepare and print the agenda
- Have the Club Mentors run the first regular club meeting or two
- Have experienced Toastmasters serve as Speech Evaluators and General Evaluator for the first few meetings
- Orient the new club members to Toastmasters and meeting roles
- Eventually orient the new club members to district functions such as the conferences and contests)

## How it Works

Usually, before most people decide to join a Toastmasters club, they would want to attend one or more meetings. One way they can do that, of course, is to visit an existing club. Others may decide that there is enough interest in a certain geographical area or company/organization to form their own club. In this case, they need some experienced Toastmasters to put on demo meeting (example demonstration meeting). This is a shortened meeting just to give the attendees a flavor of how it all works.

A Prospect (or Primary) Contact Person (PCP) is someone who either works at the company or lives in the area where the club is to be formed. Make this PCP the key for forming the club -- all goes through her or him.

First, have the PCP reserve a room for a specific date and time for the demo meeting and a follow up organizational meeting (one or two weeks after the demo meeting). Next, send the PCP some samples or templates of ads that can be used to publicize the demo meeting.

Also, if working with a company, identify the person who is the decision maker for the prospective club. Have the PCP and/or decision maker order the New Club Kit

Then, go put on a demo meeting!

## For More Information

Application to begin organizing a new club plus get a New Club Kit:

<http://www.toastmasters.org/NonNavigableDocs/ApptoOrganize.aspx>

Download the booklet “How to Build a Toastmasters Club: Step-by-Step Guide” (the Club Sponsors will need to use this):

<http://www.toastmasters.org/NonNavigableDocs/HowtoBuildaToastmastersClub.aspx>



**Start a New Club:  
Demo Meeting  
and  
Organizational  
Meeting**