

The Power of Toastmasters in a Virtual World.  
District 15



# MEMBERSHIP RETENTION AND ACQUISITION

HOW TO GROW A THRIVING CLUB





# ALMOST...

- In-person meetings
- Social activities
- No more: “you’re on mute”



# REALITY

- 53.9% retention
- 1.7% growth
- 25 > 14 > 8 / 80%





# AGENDA

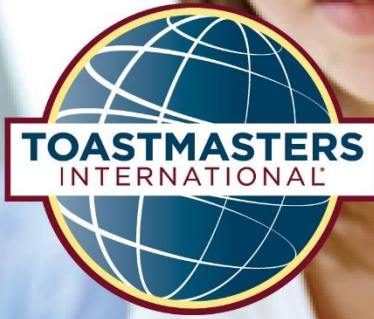
- Case study
- Be creative, relevant
- New > long-term members
- Complete a path as a team
- Keep your club vibrant





# SAME OLE'

- Stagnant
- Low participation
- Not for retention
- Difficult to promote
- Small return on investment



**FREE PUBLIC**  
**speaking**  
**workshop**

**CRAFT YOUR ELEVATOR PITCH**

**CITY SPEECH TOASTMASTERS**

4700 Calaveras Avenue  
(Fremont Adult School) Room 21, Fremont, CA 94538

**January 30 at 7pm**

Discover how, with Toastmasters, to comfortably communicate in a special FREE, fun and informative speaking workshop



**CREATE YOUR**

# **ELEVATOR PITCH**

THE NETWORKER

**step by step**



p6

### STEP 6 / PRACTICE AND PRESENT

What's your final elevator pitch?

Before you present, remember to breathe, smile, and create eye contact!

I understand your company is interested in remote training and certification of dental assistants in the area of oral systemic health. I'm qualified by, and ranked in the top 10, by the American Academy of Oral Systemic Health and the Bale Doneen Method of Arterial Health. I'd like to set up a time to present a course outline specific to your practice. Who may I call to schedule an hour of your time?

### FINALLY / ADJUST AND PERFECT

What feedback did you receive?

Did your speech interest you? Adjust it until you're excited to pitch it!

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# HANDS ON

- Define your goal
- Who are you, what you do
- Unique selling point
- The “ask”
- Put it all together
- Practice and present
- Adjust and perfect





# RESULTS

- 88% retention
- 4 new members
  - 2 more within a month
- Replicated
- Proven framework



# IDEAS

- Effective slides
- Podcasting
- Conflict resolution
- Storytelling
- Writing your memoir
- Networking
- Zooming



# How To Inspire Your Audience!



Educational session by the Award-Winning Speaker, **Dr. Benjamin Wayo**



**Date:** 6th May 2021  
**Time:** 9:00 am UTC

**Meeting link (Zoom):** Toastmasters Without Borders Club #5523338  
vppr.twb@gmail.com

# "Hook Your Audience in 10 Seconds or Less!"

Post your 10-second 'hook' video on any of our D96 social media sites by May 2, 2021!



# TOASTMASTERS INTERNATIONAL

So You've Joined Toastmasters. Now What?

New Member Orientation with the Trio and Pathways Chair

1st Sunday of Each Month  
7:00pm ET on Zoom  
Meeting ID: 962 7944 2148  
Password: NewMembers



## Advanced Evaluation Club

in Duluth and on Zoom  
Saturday, May 22, 2021  
8:00 AM - 10:00 AM CDT

Featuring

- 3 person team evaluations
- Advanced manual speeches
- Recorded presentations
- Continental breakfast (on site)



## STELLAR TOASTMASTERS CLUB

Wadala East, Mumbai



Now meeting Virtually on Zoom

Join Toastmasters International to become a BETTER COMMUNICATOR AND A LEADER

Website:  
www.toastmasters.org

For more details, feel free to contact:  
TM Sindhuri Rao : 93265 47731  
TM Megha Sharma : 86999 38938  
TM Nishant S Mehta: 9821470299



## TOASTMASTERS INTERNATIONAL PROFESSIONAL CAREER SPEAKERS PRESENTS

April 24, 2021 | 9:00AM PDT  
Professional Speaker Workshop

Improv, Storytelling & WOW speaker tips from the founder of Speaker Skills Plus

Clients have included:  
Bristol Myers Squibb, SONY, Microsoft



Guest Speaker  
**Chris Nielson**  
Award Winning Speaker  
Member  
National Speaker Association

## ENDINGS AND BEGINNINGS

SIGMA KAPPA PI - SIGMA DELTA PI TOASTMASTERS CLUB  
April 24, 2021

APRIL 24, 2021  
8AM BC CANADA, CALIFORNIA, ARIZONA 7AM COLORADO 8AM WISCONSIN, ILLINOIS 9AM EAST COAST US-CANADA  
2PM UK 3PM SWITZERLAND 3PM DUBAI, OMAN 8PM INDONESIA 9PM PHILIPPINES 12MN AUSTRALIA

## REINVENTING SELF AFTER FAILURES

SIGMA KAPPA PI - SIGMA DELTA PI TOASTMASTERS CLUB

MARCH 13, 9:00 PM PST  
10pm MST 11pm CST

MARCH 14, 12am EST  
6am UK, Denmark 7am Switzerland  
9pm Dubai, Oman 11pm Indonesia  
1pm Philippines 4pm Australia

## Difficult Conversations

AN INTERACTIVE WORKSHOP  
IMPROVING PERSONAL AND PROFESSIONAL RELATIONSHIPS

Learn How to Initiate Difficult Conversations

April 27, 2021 Tuesday 7:00 p.m. US Pacific  
REGISTER @ <http://bit.ly/RCTMWorkshop>

sponsored and hosted by  
**RIVER CITY TOASTMASTERS CLUB**  
RiverCityToastmasters@gmail.com

## Promote the Possibilities

Learn the art of public relations and marketing

### The Secrets of Coaching and Mentoring Revealed

Monday, May 10, 2021  
7:00 - 8:15 PM CDT  
-5 GMT

Elevate your club's success to extraordinary heights when Toastmasters gurus Judy Peterson and Edward Aylward reveal the secrets of coaching and mentoring

Judy Peterson  
Club Coach  
CEO Peterson Travel Pros

Edward Aylward  
District 106  
Club Extension Chair

## WRITERS LEADERS AND MORE

### "COME WRITERS AND POETS THROUGHOUT THE LAND"

New Online Advanced Club for writers of any genre seeks charter members

Write Online will meet 1st & 3rd Thursdays between 7:30-8:30pm AEST

Contact:  
Yvonne at [yvonnegluyas@gmail.com](mailto:yvonnegluyas@gmail.com)  
OR Phil at [phil.kaufman@bigpond.com](mailto:phil.kaufman@bigpond.com) for further details.

First meeting will be held on 6th May with zoom link <https://us02web.zoom.us/j/6183872136>

## Public Speaking Tips for Introverts

District #7  
Collaboration between Division B, H, and J

Speakers

Azizah, PM4, PII  
Banker at PT HSBC Indonesia and VP Education of Toastmasters HSBC Indonesia

Ricky Tionardy, CC, ALB  
Public Speaking Trainer, Professional MC, and Member of Phoenix Toastmaster Club

Hosted by

Ferdi  
VPPR of Medco Toastmasters Club

Sanjung, IP3  
President of Essential Club

Sunday, 2nd of May 2021  
3 - 4:30 PM (GMT +7)

Zoom Conference & Facebook Live  
<https://www.facebook.com/jndistrict07/>

Free e-certificate

FREE REGISTRATION!  
<http://bit.ly/PSWebinarforIntroverts>

Contact Person:  
Sarabi : +62 811 7691 971  
Asih : +62 813 9500 6622



# MOVE

- Business
- Volunteer organization
- Church
- Local library







# PREPARE

- Define event
- Establish a team
- Practice speeches
- Deliverables as projects
- Rehearse
- Conduct event
- Reflect



## ELEVATOR PITCH AGENDA

- 7:00pm Welcome!
- 7:10pm Meeting called to order by NAINA KALIDINDI, VP of Education
- 7:15pm ABHISHEK CHATURVEDI, VP of Membership, workshop's Toastmaster
- 7:22pm MARY VERGHESE, guest speaker, gives her "Ice Breaker" speech
- 7:28pm Reporting team explains the value of:  
Evaluations, by ALLIE KING, VP of Public Relations  
Timing and Ah-counting, by JAGAT SHETH, club member
- 7:35pm SANDRA SAVAGE, President, presents "The Elevator Pitch"
- 7:45pm Working in groups led by NAINA KALIDINDI, VP of Education
- 8:10pm Present your elevator pitch, guided by PATTY SCHURBA, club member with prize for best speech
- 8:30pm Closing remarks by SANDRA SAVAGE, President
- 8:40pm Meeting adjourned



City Speech Toastmasters: Craft Your Elevator Pitch Workshop—January 30, 2018 / 510.270.5517

# PROJECTS



WHERE LEADERSHIP

## INNOVATIVE PLANNING

This path helps you build your skills as a project manager by forming a strong connection with audience members and contributing to building an understanding of project management. This path culminates in a "High Performance Leadership" project.

### LEVEL ONE: Mastering Fundamentals

- ▶ Ice Breaker
- ▶ Evaluation and Feedback
- ▶ Researching and Presenting

### LEVEL TWO: Learning Your Style

- ▶ Understanding Your Leadership Style
- ▶ Connect With Your Audience
- ▶ Introduction to Toastmasters Mentoring

### LEVEL THREE: Increasing Knowledge

- ▶ Present a Proposal
- ELECTIVES (choose 2)**
- ▶ Deliver Social Speeches

## Level 5: HIGH PERFORMANCE LEADERSHIP

The focus of this project is to design and complete a project with well-defined goals, lead a team and be accountable to a guidance committee.

**Purpose:**  
The purpose of this project is to apply your leadership and planning knowledge to develop a project plan, organize a guidance committee, and implement your plan with the help of a team.

**Overview:**  
Select a project to complete with a team of at least three other members. Form a guidance committee and meet at least five times through the duration of the project. Deliver a 5-to 7-minute speech at a club meeting to introduce your plan and vision. After you implement the plan, deliver a second 5-to 7-minute speech at a club meeting to share your experience developing and completing your plan.

#### This project includes:

- ▶ Selecting, leading, and completing a project with a team
- ▶ Forming and meeting with a guidance committee at least five times
- ▶ The Guidance Committee Introduction, Meeting Agenda, Project Plan Overview, Project Plan, Vision Plan, and 360° Evaluation resource
- ▶ The Event Planning Worksheet
- ▶ Two 5- to 7-minute speeches

- ▶ Write a Compelling Bio
- ▶ Manage Online Meetings
- ▶ Question-and-Answer Session
- ▶ Public Relations Strategies

### LEVEL FIVE: Demonstrating Expertise

- ▶ High Performance Leadership

#### ELECTIVES (choose 1)

- ▶ Lessons Learned
- ▶ Moderate a Panel Discussion
- ▶ Ethical Leadership

In Your Volunteer Organization  
to Speak Professionally

#### COMPLETION

Your Path

## Level 3: PRESENT A PROPOSAL

This project supporting

#### Purpose:

The purpose

#### Overview:

Develop a project plan and present it to your club. You have a 7-minute speech.

#### This project includes:

- ▶ Develop a project plan
- ▶ The Writing Worksheet
- ▶ A 5- to 7-minute speech

## Level 4: MANAGE PROJECTS SUCCESSFULLY

This project focuses on skills needed to effectively manage a project, develop rapport with stakeholders and cultivate strong relationships with a team.

#### Purpose:

The purpose of this project is to practice developing a plan, building a team, and fulfilling the plan with the help of your team.

#### Overview:

Form a team of three to four people and choose a project. Create a plan for your project and present the plan to your club in a 2- to 3-minute speech. Work with your team to complete your project. Present a 5- to 7-minute speech about your experience. This speech may be humorous, informational, or any type of speech that appeals to you. It should not be a report about the content of this project, but a reflection of your experience applying what you learned.

Note: When considering projects to complete, refer to future projects on your path. You may be able to use the assignment in this project to help you prepare for the completion of an upcoming project.

#### This project includes:

- ▶ Building a team
- ▶ Creating a project plan
- ▶ The Project Plan resource
- ▶ A 2- to 3-minute speech about your plan
- ▶ Completing the plan with your team
- ▶ A 5- to 7-minute speech about your experience



# FULL PATH

## Ice Breaker

*Introduce the event; ask for support*

## Evaluation and Feedback

*Give presentation that would be given to promote event*

## Researching and Presenting

*Verify validity of event appeal*

Level 1

**identify, research, present**  
*project, scope, team, time*



Level 2

**access skills**  
*identify, refine your style*



## Present a Proposal

*Review entire event with needs, budget, desired results*

## Using Presentation Software

*Develop slides, handouts, agenda – and get feedback*

## Understanding Vocal Variety

*Practice main presentation*

Level 3

**homework**  
*reject to elect*



Level 4

**deliverables**  
*preparedness*



Level 5

**complete, present**  
*end result*



## High Performance Leadership

*Oversee event beginning to end*

## Prepare to Speak Professionally

*Main event presentation*



Reflect

**measure**  
*conclude or continue*

## Understanding Your Leadership Style

*Influencer and their impact on you*

## Connect With Your Audience

*Give a speech that evokes emotion*

## Introduction to Toastmasters Mentoring

*How to get your team to deliver on time*

## Manage Projects Successfully

*Review event to club for final adjustments*

## Building a Social Media Presence

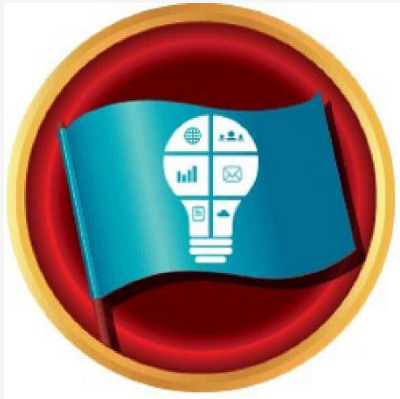
*Advertise event on social media*

## Reflect on Your Path

*Review event against objectives and what was learned*

# Congratulations !

## COLLIN GREENE



Collin has  
successfully  
completed the  
**INNOVATIVE PLANNING**  
path at  
City Lights Toastmasters

**Learn how to improve your  
communication and leadership skills at  
[facebook.com/citylightstoastmasters](https://www.facebook.com/citylightstoastmasters)**





# WELCOME

- New member orientation
- Scheduling Ice Breaker
- Selecting a path
- Mentor match

# MENTORING

- Win-win
- Individualized
- Higher retention





# New Member KRISTY TREASURE

Remember: Toastmasters is not just about completing a checklist, but gaining something for your life!

Tune in on May 10<sup>th</sup> for Kristy's Ice Breaker speech!



[facebook.com/nampatoastmasters](https://facebook.com/nampatoastmasters)

**JOINED APRIL 6, 2021**



# ONLINE

- Table topics winner
- Word of the day
- Upcoming events
- Guest speakers
- Calendar





# ADVERTISE

- Colleges
- Eventbrite
- Facebook
- Meetup
- HR departments
- Engineering organizations





# MEETINGS

- Make it matter
- Combine roles
- Meaningful TT
- Multiple evaluations
- Alternate week = training
- Filled weeks ahead



# VIBRANT

- Retain your members
- Explore new concepts
- Adjust your agenda
- Keep it relevant
- Viral marketing





# The Power of Toastmasters in a Virtual World.

District 15



# THANK YOU