



# District 54 Incentives

2021-2022

## Program Quality Incentives

**\*\*District Dollars earned from the 2021-22 Incentives Program must be redeemed by Dec 31, 2022. \*\***

### Plan for Success

The first 20 clubs to complete a Club Success Plan by October 15<sup>th</sup> and meet the below criteria will earn \$40 in District Dollars credit:

- Include goals and tasks to become and/or maintain charter strength (20 members) – or net growth of 5 members – by the end of the Toastmasters year
- Plan must be submitted to the Area Director and District Trio by October 15<sup>th</sup>

Incentive will be paid out in January.

### Resources:

- [Distinguished Club Program and Club Success Plan](#) (on TI website)
- [Club Success Plan Templates](#) (long & short form)

**Objective:** Help clubs create a plan to become a Distinguished Club for the upcoming program year

**Eligible Participants:** Any Club

**Dates:** July 1 – October 15

**Prize/Award:** \$40 per Club\*

*\*Limited to the first 20 clubs who complete & meet all criteria*

### State of the Club

The first 20 clubs to complete [The Moments of Truth](#)\* between July 1<sup>st</sup> and December 31<sup>st</sup> and meet the below criteria will earn \$40 in District Dollars credit:

- A copy of the club meeting agenda **and** a list of suggested improvements must be sent to the Area Director for review
- Area Director must forward the documents to the Program Quality Director before January 31<sup>st</sup>

Incentive will be paid out in February.

*\*NOTE: The "Moments of Truth" must be the full program where the club analyzes the strengths and weaknesses of the club with full participation from the club members. This is not to be, for example, a speech summarizing the main points of the program. The intent of this incentive is for the club to develop a strategy to fix their weaknesses, so that they can have better quality meetings which will lead to membership growth and Distinguished status.*

### Resources:

- [The Moments of Truth](#)

**Objective:** Create positive impressions about club service and provides a club evaluation exercise

**Eligible Participants:** Any Club

**Dates:** July 1 – December 31

**Prize/Award:** \$40 per Club\*

*\*Limited to the first 20 clubs who complete & meet all criteria*

## Speak Up!

The first 10 clubs to complete any four (4) modules from the [Better Speaker Series](#), the [Successful Club Series](#), or the [Leadership Excellence Series](#) between July 1<sup>st</sup> and April 30<sup>th</sup> will earn \$32.50 in District Dollars credit.

Clubs must submit a copy of the agenda for each meeting in which a module is presented.

Incentive will be paid in May.

**Resources:** Any four (4) modules in any of the following educational training series:

- [Better Speaker Series](#) (10-15 min ea.)
- [Successful Club Series](#) (10-15 min ea.)
- [Leadership Excellence Series](#) (10-15 min ea.)

**Objective:** Showcase Toastmasters programs & demonstrate the value of membership in a tangible way

**Eligible Participants:** Any club

**Dates:** July 1 – April 30

**Prize/Award:** \$32.50 per Club

## Pathway to the Future

The first 20 clubs to achieve the following Pathways Adoption goals by May 31<sup>st</sup> will earn \$40 in District Dollars credit:

- At a minimum, **all club officers** are enrolled in Pathways
- At a minimum, **80% of club members** are enrolled in Pathways
- Any combination of at least six (6) individual members\* earns the following Pathways educational goals:
  - Pathways Level 1
  - Pathways Level 2
  - Pathways Level 3
  - Pathways Level 4
  - Pathways Level 5

*\*NOTE: An individual member may only contribute once to the overall club goal. For example:*

- *Six individual members earn Level 1 or*
- *Three individual members achieve a Level 1, two more individual members achieve a Level 2, and one more individual member earns a Level 5*

Incentive will be paid out in June.

**Objective:** Ensure members are enrolled in the Toastmasters education program to be build their public speaking, communication, and leadership skills

**Eligible Participants:** Any active member

**Dates:** July 1 – May 31

**Prize/Award:** \$32.50 per Club\*

*\*Limited to the first 20 clubs who complete & meet all criteria*

# Club & Membership Growth Incentives

**\*\*District Dollars earned from the 2021-22 Incentives Program must be redeemed by Dec 31, 2022.\*\***

## New Member Mania

The club in each Area runs a membership building event between July 1<sup>st</sup> – October 31<sup>st</sup> which results in the addition of the most new (or 6-month lapsed) Toastmasters members as a percent of their base will earn \$75 in District Dollars credit.

*Note: If you already held an open house earlier this Toastmasters year you can still qualify!*

Submit the event flyer/agenda, event attendee list, and club member list by Nov 5<sup>th</sup> to qualify. Email submissions to Club Growth Director, Heather Blase, at [heather.blase1@gmail.com](mailto:heather.blase1@gmail.com).

Incentive will be paid out in November.

**Objective:** Increase Toastmasters visibility by showcasing club strengths & values to build membership

**Eligible Participants:** Any Club

**Dates:** July 1 – October 31

**Prize/Award:** \$75 per one (1) club/area

*\*based on the most new (or 6-month lapsed) Toastmasters members as a percent of their base*

- **Example:** Club with a 15-member base adds 3 new = 20% growth, whereas 8-member club adds 2 new = 25%. The 8-member club would earn the incentive

## Crafty Club

Clubs that run a [Speechcraft Program](#) will earn \$20 in District Dollars credit. Clubs that sign-up three (3) of their Speechcraft attendees as members will earn an *additional* \$50 in District Dollars credit.

Submit the Speechcraft attendee lists (within 1-week) of the first Speechcraft session and club member list by April 30<sup>th</sup> to qualify. Email submissions to Club Growth Director, Heather Blase, at [heather.blase1@gmail.com](mailto:heather.blase1@gmail.com).

Incentive will be paid out at the end of each quarter.

### Resources:

- [Speechcraft Program](#) (Info)
- [Speechcraft Digital Bundle](#)

**Objective:** Showcase Toastmasters programs & demonstrate the value of membership in a tangible way

**Eligible Participants:** Any club

**Dates:** July 1 – April 30

**Prize/Award:** \$20 - \$70 per club

## Spring Ahead

The club in each Area that runs a membership-building event between January 1<sup>st</sup> – February 28<sup>th</sup> which results in the addition of the most new (or 6-month lapsed) Toastmasters members as a percent of their base will earn \$75 in District Dollars credit.

Submit the event flyer/agenda, event attendee list, and club member list within 1-week of the event date to qualify. Email submissions to Club Growth Director, Heather Blase, at [heather.blase1@gmail.com](mailto:heather.blase1@gmail.com).

Incentive will be paid out in March.

**Objective:** Increase Toastmasters visibility by showcasing club strengths & values to build membership

**Eligible Participants:** Any Club

**Dates:** January 1 – February 28

**Prize/Award:** \$75 per one (1) club/area

*\*based on the most new (or 6-month lapsed) Toastmasters members as a percent of their base*

- **Example:** Club with a 15-member base adds 3 new = 20% growth, whereas 8-member club adds 2 new = 25%. The 8-member club would earn the incentive

## Open House Challenge

Division Directors\* will earn \$35 in District Dollars credit for each club that run an Open House (virtual or in-person) between September 1<sup>st</sup> – October 31<sup>st</sup> and/or January 1<sup>st</sup> – February 28<sup>th</sup> which results in the club adding 2 new members within 4 weeks of the event. Clubs that add 4 members within the same time help the Division Directors earn an *additional* \$30 District Dollars!

*Note: New members must be new to Toastmasters or 6-month lapsed former members that extend through March 2022. Dual membership is acceptable as “new member” for this incentive.*

Division Directors submit the Open House Flyer/Agenda and attendee list within 1-week of the Open House to qualify. Email submissions to Club Growth Director, Heather Blase, at [heather.blase1@gmail.com](mailto:heather.blase1@gmail.com).

Incentives will be paid out in November and in March.

*\*NOTE: District Dollars credit is for Division Director(s) to use for their Division, at their discretion within (i.e., Division-wide celebration event, Area/Club recognition, Area Director recognition, TI swag items, etc.)*

**Objective:** Membership-building event(s) to showcase club strengths & club value

**Eligible Participants:** Division Directors

**Dates:** September 1 – October 31 **and** January 1 – February 28

**Prize/Award:** \$35 - \$65 per one (1) Club/Area

## O – YA! (One-Year Anniversary!)

You’ve successfully made it one full year and we want to recognize the time, energy, and effort you have put into making your club a healthy and sustainable place where members are empowered to develop their communication and leadership skills. Whether you say, “oh yeah!” or “oh yay!” you’ve earned some recognition! For any newly chartered clubs celebrating their 1-year anniversary, the District will provide your customized club banner & bag **or** \$100 in District Dollar credit.

**Objective:** Showcase and promote Toastmasters, create brand awareness, and generate interest in a tangible way

**Eligible Participants:** Newly chartered clubs celebrating their 1-year anniversary

**Dates:** 1-Year anniversary (based on month of charter date)

**Prize/Award:** Club banner & bag **or** \$100 District Dollars

# District Director Incentives

**\*\*District Dollars earned from the 2021-22 Incentives Program must be redeemed by Dec 31, 2022. \*\***

## Area Director

Area Directors\* meeting all the below criteria will earn \$50 in District Dollars credit:

- Submit Area Success Plan by October 15<sup>th</sup>
- Submit 100% club visit reports twice in the year
  - The 1<sup>st</sup> before end of October 2021, and
  - The 2<sup>nd</sup> before end of May

Incentive will be paid out in June.

**Objective:** Visit clubs and establish specific goals & develop strategies that can be used to achieve success in motivating, guiding, and strengthening clubs

**Eligible Participants:** Area Directors

**Dates:** July 1 – May 31

**Prize/Award:** \$50 per Area Director\*

*\*Limited to the first 10 Area Directors who complete & meet all criteria*

## Division Director

Division Directors meeting all the below criteria will earn \$50 in District Dollars credit:

- Submit Division Success Plan by October 31<sup>st</sup>
- Actively participates in club-building activities in the Division (e.g., attend Demo meetings, help Club Sponsors and Mentors as needed)
- The Division has a net growth of 1 club by the end of May

Incentive will be paid out in June.

**Objective:** Supporting Area Directors in achieving their goals, and ensuring Clubs are achieving their mission & fulfilling their responsibilities to their members

**Eligible Participants:** Division Directors

**Dates:** July 1 – May 31\*

*\*NOTE: Division Success Plan is Due by October 31<sup>st</sup>*

**Prize/Award:** \$50 per Division Director