



# District 54

## SHORT FORM CLUB SUCCESS PLAN

### Club Information

Club Name:

Club Number:

### Team Composition – Club Officer Names

President:

VP Education:

VP Membership:

VP Public Relations:

Secretary:

Treasurer:

Sergeant at Arms:

Membership base:  
(as of 7/1)

Membership Target:  
(by 6/30)

### Club Membership Goals

*Note: The Executive Committee is encouraged, but not required, to conduct The Moments of Truth at the beginning of the year to evaluate the club's current status. This form may be used to document new goals and support improvement opportunities.*

Publicity Events / Membership Building Campaigns	Event Leader(s)	Target Dates
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1.

2.

3.

4.

### Membership Retention

**What membership retention activities will your club be doing this year?**

*Note: Examples may include a Mentor program and/or presentations from the Successful Club and Leadership Excellence series, etc.*

Membership Retention Activity	Activity Leader(s)	Target Dates
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1.

2.

3.

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**What membership retention activities will your club be doing this year?**

*Note: Examples may include a Mentor program and/or presentations from the Successful Club and Leadership Excellence series, etc.*

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4.

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**Educational Achievements**

**Of the club's current members, who will achieve educational goals? What goal(s) will they achieve?**  
*(Note: It is recommended to update this section when new members join the club, or member's goals change, or at least quarterly)*

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Name of Club Member(s)	Educational Goal(s)	Target Completion Date
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		

**How will club leaders motivate members to achieve their goals?**

**Who will be responsible for monitoring educational goal achievements?**

**Are all members enrolled in pathways?**     Yes     No

**If not, how will club leaders encourage 100% participation from their members?**

**What additional educational programs/presentations will be offered this year, beyond those noted in Membership Retention? (e.g. Pathways, Effective Evaluations, Contests, Better Speaker Series, etc.)**

Educational Program(s)	Leader(s)	Target Date(s)


**Club Administration**

**Membership Applications & Renewals**

How will the club submit new member applications?

How will the club submit at least 8 membership renewals by 10/1 and 4/1?

Who will be responsible for timely submissions?

**Club Elections**

What is the plan to formulate a slate of nominees for the club officer election in the first week of May?

Who will submit new officer information to Toastmasters International by 6/30?

**Club Officer Meetings**

How often will Club Officers Meetings be held?

Dates: Times: Agenda: Yes No

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**Club Officer Training**

How does your club plan to get all 7 officers to attend the summer and winter Club Officer Training Sessions?

**A General Question:**

What obstacles is the club currently facing and what support do you need from the district?