



# Toastmasters District 90

## How to: Area Director Club Visit Reports

June 2019

As an Area Director you are the direct connection between the Club Leadership Team and the District Leadership Team.

Your efforts - in concert with those of the club leaders - make a huge difference in the quality of the club experience for each member and influences the lives of each club member.

During your tenure as an Area Director you will be interacting with and helping the club leaders and members in the clubs in your Area. Twice during your tenure you will be visiting each club in an official capacity and producing an Area Director Club Visit Report. The first report will be done during July, August and September. The second report will be done during February, March and April.

The more detailed and informative you make these reports the more it will help the clubs improve (a copy of your report will be sent to the club President) and help the District Leadership Team allocate district resources to help every club in our district thrive.

Below are suggestions for how to conduct an effective club visit. Preparation is the key to success. The more you and the club leaders are prepared, the more effective and in-depth will be the resulting report.

**NOTE:** For a general overview of your role as an Area Director download the PDF Serving Clubs Through Visits - A Guide For Area Directors

<https://www.toastmasters.org/~media/c2ca04a70f9b4ae8aa6c3eda2e8116cf.ashx>

### How to: Prepare for the club visit meeting

#### Review the club's DCP statistics

- This will help you assess the current health of the club and whether it is stable, in decline or improving. You can get this years – and previous years – club statistics here <http://dashboards.toastmasters.org/> Use the 'Club Search' box in the top left corner to search for a club by its club name or club number.
- The boxes along the top of the page allow you to look a club's performance during previous years so you can better understanding how the club is doing now compared to previous years.

#### Find the club's public information

- Using the Toastmasters International website's 'Find a Club' utility <https://www.toastmasters.org/find-a-club> type in the club number or name to access the club information. Verify meeting times, location, map, and other data.
- **IMPORTANT:** Verify with the club executive that the contact email is set up properly so the Basecamp managers will receive notification when a member has completed a level.
- The email that Toastmasters International automatically uses is the one listed in Club Central as the club contact email. This email address needs to be up-to-date and the person who owns that email address - if it is not the VPE - must send the emails related to Pathways level completions on to the VPE, President and Secretary in a timely manner.
- If the club decides to set the club contact email address to the VPE's email address then - unfortunately - all club inquiries will go to the VPE as well.

	<ul style="list-style-type: none"> <li>Some clubs have decided to set up another email account with access given to all who need it (basecamp managers and anyone who usually fields questions about the club).</li> </ul>
<b>Visit the club website (if one is listed)</b>	<ul style="list-style-type: none"> <li>Review it for accuracy, what you like or dislike, and its helpfulness.</li> <li>If needed, print a page or two of the club website, write your comments on the page and plan to give it to the most appropriate person, such as the club's Webmaster or VPPR.</li> </ul>
<b>How are the members doing?</b>	<ul style="list-style-type: none"> <li>On the TI dashboard (for District 90) review the Educational Awards to see a list of club members who have earned awards this year, when it was earned, and which awards.</li> <li><a href="http://reports.toastmasters.org/reports/reports.cfm?d=90">http://reports.toastmasters.org/reports/reports.cfm?d=90</a></li> <li>Write down or print the data to bring to the meeting. Keep the names in mind as you meet people at the meeting. Who may be appropriate for a future district leadership position?</li> </ul>
<b>Club coaching status</b>	<ul style="list-style-type: none"> <li>On the TI dashboard website, under "daily reports" review the "club coaches" page to see if any club coaches have been assigned. Here is the link <a href="http://reports.toastmasters.org/reports/reports.cfm?d=90">http://reports.toastmasters.org/reports/reports.cfm?d=90</a></li> <li>If there are 12 members or fewer, plan to ask the club to consider receiving a club coach or two to help the club enhance its performance.</li> </ul>
<b>Email the club leaders</b>	<ul style="list-style-type: none"> <li>Send your own version of the '<a href="#">Sample: Introductory Club Visit Email</a>' below to the entire club leadership a couple weeks in advance of your official visit.</li> <li>Ask the clubs leaders to fill in as much of the report as possible - many items in the report can only be answered by them.</li> <li>Set up a meeting time so that as many of the clubs leaders can be present as possible. Allocate about an hour for your visit with them. Get the partially filled in report back from the club leaders and bring a printed copy with you to the club visit meeting.</li> <li>Review each item on the club visit report so you know the areas that you will need to answer.</li> <li>Go over each portion of the report with the club leaders and answer any questions they may have. The remainder of the report will be your impressions of how a typical meeting is run.</li> </ul>
<b>You represent the District</b>	<ul style="list-style-type: none"> <li>Prepare a list of the announcements – dates, times and location of upcoming district events. Consider why members should be interested in these events to effectively promote them.</li> <li>You can compile a list of announcements from the What's On page of our district website <a href="https://www.d90toastmasters.org.au/whatson.html">https://www.d90toastmasters.org.au/whatson.html</a></li> </ul>
<b>How to: Gather information at the club visit meeting</b>	
<b>Be early</b>	<ul style="list-style-type: none"> <li>Confirm whether you have a few minutes at the end of the meeting to provide feedback to the club, such as a General Evaluator or just after the General Evaluator speaks. Ask whether they have an unfilled role that you could fill.</li> </ul>
<b>Get the Scoop</b>	<ul style="list-style-type: none"> <li>Gather details on who has an expected education award, or an award that has not yet been submitted. You want the full name of the member(s) who will receive which award prior to June 30. Are members actively working on their education projects?</li> </ul>
<b>Watch How Guests Are Treated</b>	<ul style="list-style-type: none"> <li>Review how guests are treated. Is there a new member packet and visitor's log? Are guests warmly received? Are guests introduced and asked to make comments?</li> </ul>
<b>Feedback for the good of the club</b>	<ul style="list-style-type: none"> <li>Provide feedback to the club on its strengths and areas for improvement.</li> </ul>
<b>How To: Share your club visit report after the club visit meeting</b>	
<b>Fill it in online from the start</b>	<ul style="list-style-type: none"> <li>You probably have a paper copy that you have been taking notes on, or maybe you have even spent over an hour filling in a PDF copy. My</li> </ul>

	<p>advice is to just fill it in online on Toastmasters.org. This saves time and then you are putting all the information you need where it ultimately must go.</p> <ul style="list-style-type: none"> <li>• There are also space limits for the boxes, so have an easier time entering the information in the correct format from the beginning.</li> <li>• To fill in the report online, go to <a href="http://www.toastmasters.org">www.toastmasters.org</a> &gt; Leadership Central &gt; District Central &gt; Area Director Visit Reports.</li> <li>• Make sure to have your club names and numbers handy to look them up.</li> </ul>
<b>FILL IN EVERY QUESTION</b>	<ul style="list-style-type: none"> <li>• This is the most crucial piece of advice.</li> <li>• You may end up spending an hour or more on each report, but without realizing it you left a few spots blank. Perhaps you have a club that does not have anything to put down for an education award and did not have anything to put down. Just write that down.</li> <li>• The important thing is that you write something in ALL the boxes.</li> </ul>
<b>Don't wait</b>	<ul style="list-style-type: none"> <li>• Just like completing speech evaluations, it is always best to fill in your report as close as possible to when you completed your club visit so that the feedback is still fresh in your mind.</li> <li>• Submit your club visit report within a day or two of the meeting when the details are still fresh in your mind <a href="https://www.toastmasters.org/login">https://www.toastmasters.org/login</a></li> <li>• Your report will help identify problems that the district may need to address, such as the need for a club coach or other assistance.</li> <li>• Your Club Visit Report automatically gets distributed to the District Trio + the Division Director + you (the Area Director) + the club president.</li> </ul>
<b>Save your work</b>	<ul style="list-style-type: none"> <li>• Every time you complete a question or section of the report, save your progress! If you leave your computer screen idle too long you might lose all your hard work. Don't let this happen to you.</li> </ul>
<b>Make sure it worked</b>	<ul style="list-style-type: none"> <li>• Double check after you submit the report that it is showing up as "Complete" in the Toastmasters International records.</li> <li>• You can also check that you met your Area requirements at the Division and Area Performance Dashboard.</li> <li>• Sometimes these take a day or more to update, which is a good reason to not wait until the day the report is due to submit it.</li> </ul>

## Effective Club Visit Reports

Question	Possible answers from AD to the club and best practices
<b>How shall I plan my club visits?</b>	<ul style="list-style-type: none"> <li>• Start with the weak and understrength clubs</li> <li>• Plan your visit well ahead and sent out the report for preparation at least 2 weeks in advance</li> <li>• Check the club's dashboard, history, webpage, awards, officer's team, social network before visiting the club</li> <li>• Try to visit them in person or assign a deputy (as an exception)</li> <li>• Allow for time to sit together after the meeting with the officers to give feedback and discuss potentials</li> <li>• Give feedback on changes that can be seen or inform on changes that should be done to meet the goals</li> </ul>
<b>What can I (AD) do better to support the club?</b>	<ul style="list-style-type: none"> <li>• Write down a specific action and conduct this action.</li> <li>• Show availability and willingness to answer questions</li> <li>• Be the direct connection to the district if questions appear</li> <li>• Find resources for specific questions, such as PR, contest rules, network of advanced speakers or leaders</li> <li>• Share knowledge of other clubs for specific topics</li> <li>• Give an educational speech on a topic that will grow the club</li> </ul>

<p><b>What can the district do to support weak and understrength clubs?</b></p>	<ul style="list-style-type: none"> <li>• Share information about experienced members</li> <li>• Assign a club coach if the club reaches out to the Club Growth Director at <a href="mailto:CGD@d90toastmasters.org.au">CGD@d90toastmasters.org.au</a></li> </ul>
<p><b>How can club facilitate to make new members feel comfortable/get self-trust and have fast success?</b></p>	<ul style="list-style-type: none"> <li>• Set up a formal introduction process for new members with ceremony of induction</li> <li>• Handout a new membership kit (club information, payment details, contest information, club leaflet...), contacts</li> <li>• VPE arranges an Icebreaker speaking slot</li> <li>• Assign new and existing members a mentor</li> <li>• VPE calls new member and follows up on progress</li> <li>• Encourage new members to read the Toastmasters Magazine online/hard copy <a href="https://www.toastmasters.org/magazine">https://www.toastmasters.org/magazine</a></li> </ul>
<p><b>How can a club recognise its members better?</b></p>	<ul style="list-style-type: none"> <li>• Set up a formal process for recognition and award ceremonies for icebreaker</li> <li>• For 5th speech use standard TM materials (other gifts upon budget limits) celebrate in the club together- small party, recognition speech</li> <li>• Use Best Speaker/Table Topics/Evaluator etc. ribbons</li> <li>• Use pins for awards and wear them</li> <li>• Recognise special efforts with TM certificates</li> <li>• Inform via website/newsletter/social media about awards <a href="https://www.toastmasters.org/resources/presenting-the-communication-achievement-award">https://www.toastmasters.org/resources/presenting-the-communication-achievement-award</a></li> </ul>
<p><b>What can a club do better in terms of retaining members?</b></p>	<ul style="list-style-type: none"> <li>• Set up a strategy at the beginning of the year after analysing strengths/weakness</li> <li>• Warm atmosphere with fun (see moments of truth manual)</li> <li>• Learning atmosphere with valid feedback</li> <li>• Business cards with all meeting dates</li> <li>• Leaflet with all contest and special events dates</li> <li>• Create a pool of mentors</li> <li>• Set up a pool of potential leaders (after asking them for their personal goals)</li> <li>• Set up a formal process of mentoring for new members, advanced members</li> <li>• Create special events for networking/party/special knowledge</li> <li>• Involve members in club events and events beyond the club</li> <li>• Ask members to take part in the High Performance Leadership Program</li> <li>• Ask members to set up a Youth leadership program</li> <li>• Ask members to get involved in TM leadership beyond the club level</li> <li>• Ask for special interests/personal goals and find opportunities in TM</li> <li>• <a href="https://www.toastmasters.org/resources/creating-the-best-club-climate">https://www.toastmasters.org/resources/creating-the-best-club-climate</a></li> <li>• <a href="https://www.toastmasters.org/magazine/articles/create-a-quality-club">https://www.toastmasters.org/magazine/articles/create-a-quality-club</a></li> </ul>
<p><b>How can a club do better in communication?</b></p>	<ul style="list-style-type: none"> <li>• Personal communication is the key to success</li> <li>• Use phone/skype to inform/motivate/share knowledge/inspire</li> <li>• Spread club dates/special events/contest dates via different channels to club members and the local area</li> <li>• Facebook, Eventbrite, Instagram, Twitter, local media</li> <li>• <a href="https://www.toastmasters.org/leadership-central/club-officer-tools/club-officer-roles/public-relations/vppr-responsibilities">https://www.toastmasters.org/leadership-central/club-officer-tools/club-officer-roles/public-relations/vppr-responsibilities</a></li> <li>• <a href="https://www.toastmasters.org/resources/pro-training-webinar-video">https://www.toastmasters.org/resources/pro-training-webinar-video</a></li> <li>• <a href="https://www.toastmasters.org/leadership-central/club-officer-tools/club-officer-roles/public-relations/developing-a-pr-calendar">https://www.toastmasters.org/leadership-central/club-officer-tools/club-officer-roles/public-relations/developing-a-pr-calendar</a></li> </ul>
<p><b>How can a club improve the setting?</b></p>	<ul style="list-style-type: none"> <li>• Have the room prepared in advance</li> </ul>

	<ul style="list-style-type: none"> <li>• A banner inside the room (corporates: a banner/stand showing the time/location in the entrance hall) enough agendas ready on the table</li> <li>• All roles assigned before the meeting</li> <li>• Word of the day displayed clearly with explanation</li> <li>• Have the Toastmaster greet everybody at the beginning of each meeting personally (especially guests)</li> <li>• VPM to take care of guests and handout a flyer or kit</li> <li>• Assign other officers or experienced members to sit next to new guests/explain TM/club procedures and answer questions</li> <li>• Have a materials box ready with all needed materials (forms, pens, pins, ribbons, kits, manuals, timing cards...)</li> <li>• Layout samples of advanced manuals and club series <a href="https://www.toastmasters.org/resources/moments-of-truth">https://www.toastmasters.org/resources/moments-of-truth</a></li> </ul>
<b>How can a club stick to time limit?</b>	<ul style="list-style-type: none"> <li>• Set up each speaking slot on the agenda with the time limit (even the smallest role)</li> <li>• Show how much time a moderator/speaker has (also for Table Topics, introductions etc.)</li> </ul>
<b>Which means will help to make evaluations better?</b>	<ul style="list-style-type: none"> <li>• Provide enough time to note down the feedback (readable) and to hand them over to the speaker</li> <li>• General evaluator might inform on all situations and evaluations that shall be improved by delivering examples</li> <li>• Handout the Effective Evaluation manual <a href="https://www.toastmasters.org/-/media/files/department-documents/education-documents/202-effective-evaluation.ashx">https://www.toastmasters.org/-/media/files/department-documents/education-documents/202-effective-evaluation.ashx</a></li> <li>• Create a leaflet on good evaluations</li> <li>• Give examples of evaluations that helped a member to find their potential</li> <li>• Search for new ways of evaluations (i.e. round robin)</li> <li>• Offer feedback for contest speeches</li> <li>• Visit nearby clubs and ask for guidance</li> <li>• Buy a camera, have each speech recorded and offer additional feedback</li> <li>• <a href="https://www.toastmasters.org/resources/enhancing-evaluations">https://www.toastmasters.org/resources/enhancing-evaluations</a></li> </ul>
<b>Does the club hold presentations of "Successful Club Series"?</b>	<ul style="list-style-type: none"> <li>• Ask VPE to have at least 2 sessions of the successful club series. Search for presentations from the series that will help the club.</li> <li>• Ask experienced members to present them <a href="https://www.toastmasters.org/resources/the-successful-club-series-set">https://www.toastmasters.org/resources/the-successful-club-series-set</a></li> </ul>
<b>How is the club using the TM website and brand portal?</b>	<ul style="list-style-type: none"> <li>• Use <a href="https://www.toastmasters.org/">https://www.toastmasters.org/</a> to find information on educational material; presentations; awards; best practices; club dashboard; ask questions of WHQ specialists; order or download contest materials</li> <li>• Use brand portal to find more about available logos, templates, and design elements</li> </ul>
<b>How can a corporate club get new members?</b>	<ul style="list-style-type: none"> <li>• Set up a plan for internal marketing with HR and Marketing department</li> <li>• Conduct demo meetings (every 2 years)</li> <li>• Find enough dedicated leaders (use leadership manual frequently and show benefits)</li> <li>• Create flyer with benefits for business and hand them out personally</li> <li>• Send flyer with monthly salary sheet</li> <li>• Display posters in elevators; entrance halls; black boards; intranet, and club newsletters, word of mouth</li> <li>• Personal invitations after meetings, lunches, parties (give feedback)</li> <li>• Invite leaders and HR department officers to meetings</li> <li>• Share success stories via Intranet or staff/board meetings etc.</li> </ul>



<p><b>How can a community club get new members?</b></p>	<ul style="list-style-type: none"> <li>• Fill the role of PR officer and create a PR plan throughout the year</li> <li>• Make sure the homepage is up to date and shows locations; time; directions; contact; success stories; pictures of fun and learning</li> <li>• Show good speeches on YouTube/website</li> <li>• Get testimonials from your club members</li> <li>• Take part in beat the clock (membership campaigns)</li> <li>• Reach out to local schools/companies/universities</li> <li>• Conduct demo meetings</li> <li>• Use Eventbrite/Facebook to inform on meetings and events</li> <li>• Invite journalists to club evenings or special events</li> <li>• Asks guests and members to bring new guests</li> <li>• Provide members with business cards and flyers to hand out to friends/family/work colleagues</li> <li>• <a href="https://www.toastmasters.org/resources/finding-new-members-for-your-club">https://www.toastmasters.org/resources/finding-new-members-for-your-club</a></li> <li>• <a href="https://www.toastmasters.org/resources/creating-the-best-club-climate">https://www.toastmasters.org/resources/creating-the-best-club-climate</a></li> </ul>
<p><b>Provide sound advice and support to help your clubs get to Distinguished</b></p>	<ul style="list-style-type: none"> <li>• The path to being a Distinguished or a Select Distinguished Area involves having at least 50% or 50% plus 1 Distinguished clubs.</li> <li>• Think of your report as a conversation with both the Clubs and District leaders that will be reading them. What are the clubs doing great? What would help them become Distinguished? What can the District do to help (e.g. Toastmasters Leadership Institute electives on a topic your clubs are struggling with)?</li> <li>• Your reports can make a difference for the club's success so put the effort in and everyone will reap the rewards.</li> </ul>

# Sample: Introductory Club Visit Email

June 2019

Hello (club name) Leadership Team,

My name is Rodney Denno. I will be your Area Director for this Toastmasters year (1 July 2018 to 30 June 2019).

I've been in Toastmasters since 2006. My home club is Advanced Aurators, an advanced club that meets at the Roundhouse Community Centre on the first Thursday of each month.

As your Area Director I am here to support you and your club members as you strive to build the kind of club that meets (or exceeds) every members' expectations.

Here are some of the areas that I can help with:

- overall program and meeting quality
- membership building
- member retention
- marketing and promoting your club
- analysing your clubs current strengths and areas where it could improve (<https://www.toastmasters.org/resources/moments-of-truth>)(Moments of Truth)
- preparing your club for a successful year (<https://www.toastmasters.org/resources/distinguished-club-program-and-club-success-plan-english>)(Distinguished Club Program)
- and overall member satisfaction.

I am planning to visit your club sometime in late August or early September. I will contact you again to determine the most convenient date for everyone.

Before the visit, please take some time to go over the Club Leadership Handbook (<https://www.toastmasters.org/resources/club-leadership-handbook>) so you are familiar with your leadership role. Also, take a close look at the Moments of Truth (MoT) and the Distinguished Club Program (DCP) and start thinking about how your club can use these analysis and success planning tools to set and achieve its goals.

Prior to my official club visit please fill in as many areas of the Area Directors Club Visit form as you can. You can download a copy of it here <https://www.toastmasters.org/-/media/files/department-documents/district-documents/1471-area-directors-club-visit-report.ashx>

This is the form I will use to gather information that will help me understand and assist your club more effectively. The information in this form will also be reviewed by my Division Director and by several members of the District Leadership Team. The information in my Area Directors Club Visit form has many uses - some of which are identifying future leaders, assessing the overall health of each club and allocating district training and coaching resources where they are most needed.

## Club Officer Training

If you have not yet attended a Club Officer Training, please do so. The training will help you better understand your leadership role and give you a chance to discuss some of the opportunities and challenges of the role. Upcoming training sessions are listed on [District 90 website](#).

## Education Goals

Toastmasters is primarily an education organization. As members work to improve their communication and leadership skills it is important that they set their education goals early in the year. I recommend that you discuss with your club members what they would like to achieve and then build their education goals into your meeting planning activities. If you are unsure of some of the specifics regarding the Pathways programs, please feel free to contact me or your pathways guide.

At your service...

**Rodney Denno, DTM**

Area X## Director 2018-19

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Toastmasters International | District 96 (BC & Yukon)

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