



District Incentives Tips

New Tool

Use the Incentive Idea Generator to design incentives that motivate your members and leaders in achieving the District mission.

www.toastmasters.org/IncentivesIdeaGenerator

Tips

Design incentives around the resulting behavior changes. Reward for above and beyond behaviors. Note that not all incentives will work. Adjust as needed, as soon as you can.

Announce incentives very early. Promote them often.

Communicate the incentives clearly, repeatedly, and directly. Promote the incentives in a creative, easy-to-understand format.

Keep it simple. Unless it is heavily promoted, most multiple-task incentives do not work. Post on the District website so it is easy to find later. Structure the incentives to be easy to search through and digest.

Be creative. Make it fun! Personalize the recognition. Consider hand-written notes or personalized items.

Delegate tracking and distribution of rewards.

Recognize as soon as the goals are achieved. Take pictures, post on social media, list the achievements on the District website, write it up in the District Newsletter, congratulate people during presentations and meetings.

Consider corporate clubs. It can be harder to motivate corporate club members, as many corporate clubs pay their club member dues and provide a budget for club expenses.

Follow World Headquarters guidelines. Districts cannot pay for memberships. Always get approval from the Brand team. Gift cards and cash payments are not allowed.

Incentive Checklist

- Name of the incentive
- Why: What behaviors do we want to see?
- Who is it for? Members, clubs, club officers, Area Directors, Division Directors.
- What criteria needs to be met?
- When: start and end date
- How will it be measured? At the end of the incentive program, what will be the measure of success?
- Where will the achievement be recognized?
- Districts also need to consider how many members can achieve this and the cost to the District.



For example:

Name:	Jumpstart Smedley
Why:	To add members and club excellence
Who:	Toastmasters club
What:	Add three new, dual, or reinstated members
When:	Incentive runs from July 1 to July 31.
How:	Track from the Dashboard report
Where:	At the District Toastmasters Leadership Institute (TLI) in August.

Unique Incentives

- ▶ Clubs achieving all three Toastmasters International membership campaigns
- ▶ For any guest of that Open House who becomes a member within 30 days of the Open House
- ▶ All clubs that win back a member who was not enrolled for at least one period are entered into a drawing
- ▶ Clubs that move from zero status in the DCP to Distinguished, or Distinguished to Select, or Select to President's Distinguished
- ▶ Clubs that have been Distinguished for three consecutive years
- ▶ Visit nine clubs that you are not already a member of and serve in a role at each meeting
- ▶ Every member of the club completes at least Pathway Level, and the club earns five educational DCP points
- ▶ Members who pay full year dues by September 30
- ▶ Division with the most new members
- ▶ Area Directors who submit Club Visit Reports by August 31/January 31
- ▶ Mystery shopper–best response to a guest at a Club

Interesting Rewards

- ▶ Frame the five Pathways level ribbons with a customized certificate
- ▶ Ask the District Director to give the winner a LinkedIn recommendation
- ▶ Celebrate with the District leaders at the next club meeting
- ▶ Branded t-shirt for recruiting new members during the membership-building campaign
- ▶ Give your club coaches, mentors, and sponsors a complimentary registration to your District Conference
- ▶ Award emoji cards for online meetings



“Our District incentives really worked! Clubs that held open houses had on average **86% more new members** than clubs that didn’t do open houses.”

—District Director