

## District Success Plan

Area \_\_\_\_\_

### District Mission and Purpose

The District mission is to build new clubs and support all clubs in achieving excellence.

The District purpose is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of the District, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters education program by:

- ▶ Focusing on the critical success factors as specified by the District educational and membership goals.
- ▶ Ensuring that each club effectively fulfills its responsibilities to its individual members.
- ▶ Providing effective training and leadership-development opportunities for club officers and District leaders.

### Team Composition

Name the members of the District's core team.

Name the members of the District's extended team.

### Core Values

Toastmasters International's core values are integrity, respect, service, and excellence. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and envisioned future.

What are the District's core values?

### Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)

**Potential Obstacles**

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)

**Meeting Protocol**

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team’s meeting practices will be, etc.)

**Team Interactions and Behavioral Norms**

How will decisions be made?

What will be the team’s method of communication? Determine the team’s first preference, second preference, and so on.

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

How will the team resolve differences of opinion?

How will the team support one another?

How will the team ensure equitable participation when completing activities?

How will team members be held accountable for their responsibilities?

How will the core team and extended teams be recognized for their efforts?

**Starting Number**

Membership payments base

Club base

Number of Division and Area Directors

**Qualifying Requirements**

Submission of District Success Plan by September 30

Submission of **Division and Area Directors Training Report** for 85% of Division and Area Directors by September 30

Number of Division and Area Directors x 0.85

## Goal 1: Membership Payments Growth

Distinguished	<input type="text"/>	Membership payments base x 1.015
Select Distinguished	<input type="text"/>	Membership payments base x 1.03
President's Distinguished	<input type="text"/>	Membership payments base x 1.05
Smedley Distinguished	<input type="text"/>	Membership payments base x 1.08

### Situation Analysis

What is the current situation in the District? How many membership payments did the District have last year? Does the District have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)

### Strategy

What strategies will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include tactics, such as creating a contest promoting early submission of membership-renewal dues.)

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

### Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division Directors and gift certificates to the Toastmasters store.)

**Assignments**

Who is in charge of each tactic? Who is on each team? What are each team member's specific responsibilities?

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Tactic 1

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Tactic 2

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Tactic 3

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Tactic 4

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Tactic 5

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**Timetable**

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

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Tactic 1

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Tactic 2

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Tactic 3

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Tactic 4

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Tactic 5

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## Goal 2: Club Growth

Distinguished	<input type="text"/>	Club base x 1.015
Select Distinguished	<input type="text"/>	Club base x 1.03
President's Distinguished	<input type="text"/>	Club base x 1.05
Smedley Distinguished	<input type="text"/>	Club base x 1.08

### Situation Analysis

What is the current situation in the District? How many clubs did the District add last year? Does the District have special challenges? (One situation might be that members in the District do not know how to generate interest in new clubs.)

### Strategy

What strategies will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include tactics, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

**Resources**

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include a club extension committee, a demonstration team, and [newclubs@toastmasters.org](mailto:newclubs@toastmasters.org).)

**Assignments**

Who is in charge of each tactic? Who is on each team? What are each team member's specific responsibilities?

Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

**Timetable**

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

Tactic 1	
Tactic 2	
Tactic 3	

Tactic 4

Tactic 5

### Goal 3: Distinguished Clubs

Distinguished	<input type="text"/>	Club base x 0.4
Select Distinguished	<input type="text"/>	Club base x 0.45
President's Distinguished	<input type="text"/>	Club base x 0.5
Smedley Distinguished	<input type="text"/>	Club base x 0.55

#### Situation Analysis

What is the current situation in the District? What percent of District clubs are typically Distinguished? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that members in the District do not know how to achieve success. Another situation might be that the District has identified four solid new club prospects.)

#### Strategy

What strategies will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include tactics, such as training all Area and Division Directors on the Distinguished Club Program.)

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

**Resources**

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division Directors and the *Distinguished Club Program and Club Success Plan* (Item 1111).)

**Assignments**

Who is in charge of each tactic? Who is on each team? What are each team member's specific responsibilities?

Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

**Timetable**

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

Tactic 1	
Tactic 2	
Tactic 3	

Tactic 4

Tactic 5

### **Additional Goals**

Answer the same types of questions to reach each additional District goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the District?

#### **Goal**

What specific, measurable, attainable, and relevant additional goal can the District meet? (An example of a goal is to add one new Division and three new Areas.)

#### **Situation Analysis**

What is the current situation in the District? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that Areas and Divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)

#### **Strategy**

What strategies will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include tactics, such as assigning a District alignment committee to determine best options for realignment and collaborating with the District Leadership Committee to identify leadership opportunities.)

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

**Resources**

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include past District Directors, Area and Division Directors, the District website, and the District Leadership Committee.)

**Assignments**

Who is in charge of each tactic? Who is on each team? What are each team member's specific responsibilities?

Tactic 1

Tactic 2

Tactic 3

Tactic 4

Tactic 5

**Timetable**

When will each tactic item begin? When will each tactic item be complete? How will progress be tracked?

Tactic 1	
Tactic 2	
Tactic 3	
Tactic 4	
Tactic 5	

**Signatures**

_____ District Director	_____ Date
_____ Program Quality Director (1)	_____ Date
_____ Program Quality Director (2)	_____ Date
_____ Club Growth Director (1)	_____ Date
_____ Club Growth Director (2)	_____ Date
_____ Team member and role	_____ Date

For your District to qualify for the Distinguished District Program, this entire plan must be submitted online through District Central by September 30.

## Plan at a Glance

Use this page to keep the basics of your District Success Plan all in one place.

### Starting Numbers

Membership payments base

Club base

Number of Division and Area Directors

### Qualifying Requirements

Submission of District Success Plan by September 30

Submission of **Division and Area Directors**

**Training Report** for 85% of Division and Area Directors by September 30

Number of Division and Area Directors x 0.85

### Goals

	Membership Payments Growth	Club Growth	Distinguished Clubs
Distinguished	Membership payments base x 1.015	Club base x 1.015	Club base x 0.4
Select Distinguished	Membership payments base x 1.03	Club base x 1.03	Club base x 0.45
President's Distinguished	Membership payments base x 1.05	Club base x 1.05	Club base x 0.5
Smedley Distinguished	Membership payments base x 1.08	Club base x 1.08	Club base x 0.55

### Tracking

Use online reports, available at [www.toastmasters.org/DistinguishedPerformanceReports](http://www.toastmasters.org/DistinguishedPerformanceReports), to keep track of the District's progress toward its goals. Create milestones throughout the year to measure your progress.

Goal	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Membership Payments Growth												
Club Growth												
Distinguished Clubs												
Additional Goal 1												
Additional Goal 2												
Additional Goal 3												
Additional Goal 4												
Additional Goal 5												