

## 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 and district officers.

## Team Composition

Name the members of the district's core team.

Name the members of the district's extended team.

## Values

Toastmasters International's 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' 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 percent of division and area directors by September 30

Number of division and area directors x 0.85

## Goal 1: Membership Payments Growth

Distinguished

Membership payments base x 1.03

Select Distinguished

Membership payments base x 1.05

President's Distinguished

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 actions 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 actions, such as creating a contest promoting early submission of membership-renewal dues.)

Action 1

Action 2

Action 3

Action 4

Action 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 action? Who is on each team? What are each team member’s specific responsibilities?

Action 1

Action 2

Action 3

Action 4

Action 5

**Timetable**

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

Action 1

Action 2

Action 3

Action 4

Action 5

## Goal 2: Club Growth

Distinguished

Club base x 1.03

Select Distinguished

Club base x 1.05

President's Distinguished

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 don't know how to generate interest in new clubs.)

### Strategy

What actions 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 actions, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)

Action 1

Action 2

Action 3

Action 4

Action 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 action? Who is on each team? What are each team member’s specific responsibilities?

Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

**Timetable**

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

Action 1	
Action 2	
Action 3	

Action 4

Action 5

### Goal 3: Distinguished Clubs

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

#### 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 don't know how to achieve success. Another situation might be that the district has identified four solid new club prospects.)

#### Strategy

What actions 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 actions, such as training all area and division directors on the Distinguished Club Program.)

Action 1

Action 2

Action 3

Action 4

Action 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 action? Who is on each team? What are each team member’s specific responsibilities?

Action 1	
Action 2	
Action 3	
Action 4	
Action 5	

**Timetable**

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

Action 1	
Action 2	
Action 3	

Action 4

Action 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 actions 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 actions, such as assigning a district alignment committee to determine best options for realignment and collaborating with the district nominating committee to identify leadership opportunities.)

Action 1

Action 2

Action 3

Action 4

Action 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 nominating committee.)

### Assignments

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

Action 1

Action 2

Action 3

Action 4

Action 5

### Timetable

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

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Action 1	
Action 2	
Action 3	
Action 4	
Action 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.