

Area Director Success Guide Tool

Member Success is Club and District Success!

This guide is one of many resources available to Area Directors. Be sure to visit [District 86 website](#) and [Toastmasters International](#) for other resources. [Notes](#) are included after the monthly highlights below.

Area Directors and Division Directors should contact [District 86 District Director](#) with questions they have. The Program Quality Director and Club Growth Director are also available to support.

Action is the foundational key to all success. – Pablo Picasso

Start now. Review the performance of clubs in your area. Visit the clubs and meet with the Club Officers.

July 2022

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| <input type="checkbox"/> Club Officers develop Club Success Plan and share with Area Director by July 30, 2022. | <input type="checkbox"/> Review Distinguished Club Program and Club Success Plan |
| <input type="checkbox"/> Attend Area Director Training. | <input type="checkbox"/> Area Director develops Area Success Plan . |
| <input type="checkbox"/> Check TI dashboard reports and track trained Club Officers. All Club Officers are encouraged to attend Toastmaster Institute Leadership (TLI) or Club Officer Training (COT). Each club needs a minimum of 4 trained Club Officers in Phase 1 and additionally in Phase 2 to achieve a Distinguished Club goal. | <input type="checkbox"/> Contact the Program Quality Director for list of Club Officers trained. Club Officers can attend training anywhere in the world. Report discrepancies in trained Club Officers to the Program Quality Director. |
| <input type="checkbox"/> Provide support to Division Club Officer training. | <input type="checkbox"/> Attend District Executive Council (DEC) on July 9, 2022. |
| <input type="checkbox"/> Schedule and conduct Round 1 official Area Director Club visit. Submit official visit report immediately to Toastmasters International (TI). District 86 timeline is October 30, 2022. (TI timeline is November 30, 2022). | <input type="checkbox"/> Promote TI Smedley Award (August 1 – September 30) to support membership retention and growth. |

August 2022

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| <input type="checkbox"/> Area Director develop Area Success Plan and submit to Division Director and District 86 District Director by August 15, 2022. | <input type="checkbox"/> August 31, 2022, is Phase 1 Club Officer Training deadline. |
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| <ul style="list-style-type: none"> <input type="checkbox"/> Check TI dashboard reports and track trained Club Officers. All Club Officers are encouraged to attend Toastmaster Institute Leadership (TLI) or Club Officer Training (COT). Each club needs a minimum of 4 trained Club Officers in Phase 1 and additionally in Phase 2 to achieve a Distinguished Club goal. <input type="checkbox"/> Provide support to Division Club Officer training. <input type="checkbox"/> Schedule and conduct Round 1 official Area Director Club visit. Submit official visit report immediately to Toastmasters International (TI). District 86 timeline is October 30, 2022. (TI timeline is November 30, 2022). | <ul style="list-style-type: none"> <input type="checkbox"/> Contact the Program Quality Director for list of Club Officers trained. Club Officers can attend training anywhere in the world. Report discrepancies in trained Club Officers to the Program Quality Director. <input type="checkbox"/> Smedley Award (August 1 – September 30) membership building program begins. <input type="checkbox"/> Organize and conduct Area Council meeting. Recognize club successes. Provide TI and District 86 resources to help club with challenges. Support Club Officers for member and club success. |
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September 2022

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| <ul style="list-style-type: none"> <input type="checkbox"/> Encourage and follow up with clubs to have a minimum of 8 membership dues paid to TI by September 30, 2022. <input type="checkbox"/> Schedule and conduct Round 1 official Area Director Club visit. Submit official visit report immediately to Toastmasters International (TI). District 86 timeline is October 30, 2022. (TI timeline is November 30, 2022). <input type="checkbox"/> Smedley Award (August 1 – September 30) membership building program begins. <input type="checkbox"/> Promote Moments of Truth to support club quality. <input type="checkbox"/> Town Hall Voting to support Virtual Fall District Council Meeting. <input type="checkbox"/> Contact Club Officers for trained Club Officers. Compare against TI dashboard reports. Report discrepancies in trained Club Officers to the Program Quality Director. Each club needs a minimum of 4 trained Club Officers in Phase 1 and additionally in Phase 2 to achieve a Distinguished Club goal. | <ul style="list-style-type: none"> <input type="checkbox"/> Attend District Executive Council (DEC) on September 10, 2022. <input type="checkbox"/> Attend Virtual Fall District Council Meeting on September 13, 2022. Attendees: DEC members, Club Presidents and VP-Education. <input type="checkbox"/> Promote Open Houses and themed meetings for membership retention and growth. <input type="checkbox"/> Organize and conduct Area Council meeting. Recognize club successes. Provide TI and District 86 resources to help club with challenges. Support Club Officers for member and club success. <input type="checkbox"/> Review your Area Success Plan and area clubs' performance. Adjust your strategies to achieve Area success. <input type="checkbox"/> Support Club Presidents, VP Education and Secretary with onboarding members to Pathways including approve and submit completed Pathway levels to TI. See <ul style="list-style-type: none"> • Selecting your Path. • Onboarding in Pathways. • Approve level in Base Camp. • Submit Education Awards in Club Central. Additionally contact the Program Quality Director for help. |
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October 2022

- Encourage clubs to conduct Moments of Truth.
- Schedule and conduct Round 1 official Area Director Club visit. Submit official visit report immediately to Toastmasters International (TI). District 86 timeline is October 30, 2022. (TI timeline is November 30, 2022).
- Review your Area Success Plan and area clubs' performance. Adjust your strategies to achieve Area success.
- Encourage clubs to host events and Open Houses to promote membership.
- Encourage Club Officers to attend Phase 2 Club Officer Training. (November 1, 2022, to February 28, 2023). See District 86 Calendar for dates.

November 2022

- Last month to schedule and conduct Round 1 official Area Director Club visit. [Submit official visit report](#) immediately to Toastmasters International (TI). Must be submitted by November 30, 2022..
- Attend District Executive Council (DEC) on November 5, 2022.
- Check [TI dashboard reports](#) and track trained Club Officers. All Club Officers are encouraged to attend Toastmaster Institute Leadership (TLI) or Club Officer Training (COT). Each club needs a minimum of 4 trained Club Officers in Phase 1 and additionally in Phase 2 to achieve a Distinguished Club goal.
- Support Club Contests. (November 1, 2022, to December 31, 2022)
- Encourage clubs with 6-month Club Officer terms to prepare for Club Officer election. See [July Club Officer List Status](#) and [January Club Officer List Status](#).
- Contact the Program Quality Director for list of Club Officers trained. Club Officers can attend training anywhere in the world. Report discrepancies in trained Club Officers to the Program Quality Director.
- Organize and conduct Area Council meeting. Recognize club successes. Provide TI and District 86 resources to help club with challenges. Support Club Officers for member and club success.
- Review your Area Success Plan and area clubs' performance. Adjust your strategies to achieve Area success.

December 2022

- Support Club Contests. (November 1, 2022, to December 31, 2022)
- Review your Area Success Plan and area clubs' performance. Adjust your strategies to achieve Area success.
- Contact the Program Quality Director for list of Club Officers trained. Club Officers can attend training anywhere in the world. Report discrepancies in trained Club Officers to the Program Quality Director.
- Promote Open Houses and themed meetings for membership retention and growth.
- Ensure that 6-month Club Officer lists are submitted to TI. See [July Club Officer List Status](#) and [January Club Officer List Status](#)
- Check [TI dashboard reports](#) and track trained Club Officers. All Club Officers are encouraged to attend Toastmaster Institute Leadership (TLI) or Club Officer Training (COT). Each club needs a minimum of 4 trained Club Officers in Phase 1 and additionally in Phase 2 to achieve a Distinguished Club goal.

- Provide support to Division Club Officer training.

January 2023

- Schedule and conduct Round 2 official Area Director Club visit. [Submit official visit report](#) immediately to Toastmasters International (TI). District 86 timeline is April 30, 2023, to provide support earlier for club success. TI timeline is May 31, 2023.
- Attend District Executive Council (DEC) on January 14, 2023.
- Organize and conduct Area Council meeting. Recognize club successes. Provide TI and District 86 resources to help club with challenges. Support Club Officers for member and club success.
- Review your Area Success Plan and area clubs' performance. Adjust your strategies to achieve Area success.
- Promote TI [Talk Up Toastmasters](#) (January 1 – March 31) to support membership retention and growth.
- Check [TI dashboard reports](#) and track trained Club Officers. All Club Officers are encouraged to attend Toastmaster Institute Leadership (TLI) or Club Officer Training (COT). Each club needs a minimum of 4 trained Club Officers in Phase 1 and additionally in Phase 2 to achieve a Distinguished Club goal.
- Encourage Club Officers to attend Phase 2 Club Officer Training. (November 1, 2022, to February 28, 2023).
- Encourage clubs to conduct a Moments of Truth.
- Organize and conduct Area Speech Contest. (January 1, 2023, to February 18, 2023)
- Provide support to Division Club Officer training.

February 2023

- Check [TI dashboard reports](#) and track trained Club Officers. All Club Officers are encouraged to attend Toastmaster Institute Leadership (TLI) or Club Officer Training (COT). Each club needs a minimum of 4 trained Club Officers in Phase 1 and additionally in Phase 2 to achieve a Distinguished Club goal.
- Attend District Executive Council (DEC) on February 11, 2023.
- Review your Area Success Plan and area clubs' performance. Adjust your strategies to achieve Area success.
- Contact the Program Quality Director for list of Club Officers trained. Club Officers can attend training anywhere in the world. Report discrepancies in trained Club Officers to the Program Quality Director.
- Schedule and conduct Round 2 official Area Director Club visit. [Submit official visit report](#) immediately to Toastmasters International (TI). District 86 timeline is April 30, 2023, to provide support earlier for club success. TI timeline is May 31, 2023.
- Promote TI [Talk Up Toastmasters](#) (January 1 – March 31) to support membership retention and growth.

- Provide support to Division Club Officer training.
- Organize and conduct Area Speech Contest.
(January 1, 2023, to February 18, 2023)

March 2023

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| <ul style="list-style-type: none"> <input type="checkbox"/> Promote TI Talk Up Toastmasters (January 1 – March 31) to support membership retention and growth. <input type="checkbox"/> Provide support for Division Speech Contests. <input type="checkbox"/> Promote Open Houses and themed meetings for membership retention and growth. <input type="checkbox"/> Schedule and conduct Round 2 official Area Director Club visit. Submit official visit report immediately to Toastmasters International (TI). District 86 timeline is April 30, 2023, to provide support earlier for club success. TI timeline is May 31, 2023. | <ul style="list-style-type: none"> <input type="checkbox"/> Contact Club Officers for trained Club Officers. Compare against TI dashboard reports. Report discrepancies in trained Club Officers to the Program Quality Director. Each club needs a minimum of 4 trained Club Officers in Phase 1 and 2 to achieve a Distinguished Club goal. <input type="checkbox"/> Review your Area Success Plan and area clubs' performance. Adjust your strategies to achieve Area success. <input type="checkbox"/> Organize and conduct Area Council meeting. Recognize club successes. Provide TI and District 86 resources to help club with challenges. Support Club Officers for member and club success. |
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April 2023

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| <ul style="list-style-type: none"> <input type="checkbox"/> Promote Speechcraft, Open Houses and themed meetings for membership retention and growth. <input type="checkbox"/> Town Hall Voting to support Spring District Council Meeting. April 11 and 12, 2023) <input type="checkbox"/> Schedule and conduct Round 2 official Area Director Club visit. Submit official visit report immediately to Toastmasters International (TI). District 86 timeline is April 30, 2023, to provide support earlier for club success. TI timeline is May 31, 2023. | <ul style="list-style-type: none"> <input type="checkbox"/> Review your Area Success Plan and area clubs' performance. Adjust your strategies to achieve Area success. <input type="checkbox"/> Attend District 86 Spring Conference. (April 21 -23, 2023) |
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May 2023

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| <ul style="list-style-type: none"> <input type="checkbox"/> Promote TI Beat The Clock (May 1 – June 1) to support membership retention and growth. | <ul style="list-style-type: none"> <input type="checkbox"/> Promote Speechcraft, Open Houses and themed meetings for membership retention and growth. |
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- Organize and conduct Area Council meeting. Recognize club successes. Provide TI and District 86 resources to help club with challenges. Support Club Officers for member and club success.

- Schedule and conduct Round 2 official Area Director Club visit. [Submit official visit report](#) immediately to Toastmasters International (TI). District 86 timeline is April 30, 2023, to provide support earlier for club success. TI timeline is May 31, 2023.

June 2023

- Promote TI [Beat The Clock](#) (May 1 – June 1) to support membership retention and growth.
- Review your Area Success Plan and area clubs' performance. Adjust your strategies to achieve Area success.

- Promote [Speechcraft](#), Open Houses and themed meetings for membership retention and growth.

Desire is the key to motivation, but it's determination and commitment to an unrelenting pursuit of your goal – a commitment to excellence – that will enable you to attain the success you seek. – Mario Andretti

Notes

Review [Toastmasters International District Recognition Program](#), [Distinguished Club Program and Club Success Plan](#), and [How to Be a Distinguished Club](#).

Club Officers are asked to develop and share the Club Success Plan for 2022 – 2023 and to also share it with you. This is additional resource to help you to support the club. Club Success plans are due July 30, 2022.

Club Officer Training Phase 1 runs from June 1, 2022, to August 31, 2022.

Round 1 official Area Director Club visit. [Submit official visit report](#) immediately to Toastmasters International (TI). District 86 timeline is October 30, 2022. Provide support earlier for club success. TI timeline is November 30, 2022.

Utilize [District 86](#) and [Toastmasters International resources](#) to help members, clubs and to support your role.

Did you know?

Using [TI website](#), login and you have access to:

- The Club Officer lists. Go to Leadership Central to access District Central and then Reports.
- Submit your official Area Director Visit Report.

Using [TI dashboard reports](#), you can see:

- A club's member education achievements recognition.
- Number of trained Club officers.
- Know how many members have joined a club.
- See September membership renewal status.
- See recognition from TI on your submitted Area Director Report.

You can use Additional Reports provide another snapshot of how your area is performing. Go to Additional Reports from [TI dashboard reports](#). Click on District 86. Next click on Area—to –dos.