**This document provides guidance to District 57 Toastmasters on how to prepare and to conduct a Kick-Off/Demonstration (“Demo”) Meeting. The goal of a Kick-off Meeting is to generate enthusiasm by staging a mini-Toastmasters meeting, combining with a powerful closing pitch to charter a new Club on the spot.**

**Key Demo Meeting Role Players Core Skills (see elaboration in “The Day of the Demo Meeting”)**

* **Host:** 
  + **Marketing/closing skills** “How can put you in this car today?” **– Why your organization should start a Toastmasters Club with you as Charter Member**
  + Basic Knowledge of Toastmasters International history
  + Good working knowledge of Toastmasters Education Program
    - Pathways and leadership
    - Bonus Knowledge: Youth Leadership Program, High Performance Leadership, etc.
  + “Proper response” to questions from prospects
* **Toastmaster:** Note abbreviated TM meeting, roles omitted and purpose
  + Typically prepares the Agenda for Kick-off Meeting
* **Table Topics Master:** Let’s play a game “Guess who this is?” Wait for attendees to guess, then invite the person to stand to speak.
* **Speaker:** Ability to demonstrate how Toastmasters has helped him/her in his/her life
* **Speech Evaluator:** Ability to provide/demonstrate a succinct and helpful speech evaluation
* **All, especially other Toastmasters present:**
  + Be prepared to tell your Toastmasters experience one-on-one with prospects.
  + Toastmasters is the cheapest, most effective continuous self-improvement organization.
  + **Keep terms lay person simple** – prospects don’t know about Toastmasters.
  + **Keep it friendly and fun!**

**Need-to-know Discussion Items ahead of Demo Meeting:**

* Club chartering cost ($\_\_\_\_\_ to TI to charter a new club, which means $\_\_\_\_\_ per person to TI)
  + See also: “Identify: Would the sponsoring entity be funding the charter cost…” below
* **Pathways – 10 paths, 59 skill sets, different emphasis, online and offline**
* **New Club Mentors** (To help new clubs thrive)
* Bonus (if corporate): Research sponsoring entity, provide relevancy and align with Toastmasters International and Club Mission.

**Possible Supplies Required**

* Guide signs (if not provided by Point-of-Contact)
* **Sign-in sheets** (if not provided by Point-of-Contact)
* Stationary – **Index cards**, pens, pencils
* **Chartering Paper Work**
* **Agenda (ensure only one/final version is printed by everyone, determine who prints/brings)**
* Pathways brochures
* Additional Membership Forms
* Brochures and other relevant TI marketing material
  + Item 099 - Find Your Voice
    - <https://www.toastmasters.org/Shop/99--Find-Your-Voice>
    - <http://www.toastmasters.org//~/media/c1e0a71b535b4fc1890b5d14a3ee963c.ashx> (PDF file)
  + Item 101- Confidence The Voice of Leadership
    - <https://www.toastmasters.org/Resources/ConfidenceThe-voice-of-leadership>
    - <https://www.toastmasters.org/shop/101F--Confidence-The-Voice-of-Leadership---Free-Set>
    - <https://www.toastmasters.org/~/media/8807b8eb943b4fc4a410c48e0136ccb3.ashx> (PDF file)
  + Item 121 – How To Build A Toastmasters Club - Your step-by-step guide  
    <https://www.toastmasters.org/build> (PDF file)
  + Spare copies of Toastmasters Magazines
  + etc.

**One Week Before Kick-Off/Demo Meeting (Ideally)**

**Confirm**

* Typically, Toastmaster of the Day prepares the Agenda for Kick-off Meeting
* Kick-off Meeting roles – **Host, Toastmaster of the Day, Topic Master, Speaker, Evaluator**
* Reaffirm with Speaker that speech given at Kick-off Meeting is 5-to-7-minute speech, with emphasis on personal benefit of becoming a Toastmaster.
* Speech can/should receive Pathways or traditional program credit via having an evaluator
* Who is bringing what, and how much/many
* Expected head counts from Point-of-Contact

**Identify**

* Arrival time vs. setup time (moving tables and/or chairs required)?
* Location and access issues (guards, guest list)?
* Parking (on-street or off-street? Permit? Pre-approved guest list? Free-for-all?)
* Transit options?
* Weather issues?
* Any Local VIP introducing the Local Point-of-Contact and/or Host?
* Would the sponsoring entity be funding the charter cost:
  + Fully/partially?
  + For how long?
  + For how many?
* For whom (Open club, Corporate open, or corporate closed)?  
  **Host: Incorporate into closing statements as warranted**

**The Day of the Demo Meeting**

| **Who** | **What** | **Start Time** | **Duration** |
| --- | --- | --- | --- |
| Kick-off Team/ Toastmasters present | Pre-meeting Huddle so every Toastmaster knows what is expected. | T-30mins at least |  |
| Greets and signs in prospects. | Setup ASAP | |
| Provide 3”x5” index card to each prospect, and ask to write down their name and “something no one knows about you or you are proud of,” and ask them to give to a Toastmaster/return to you. |
| Local Point-of-Contact/ VIP | Gives welcoming remarks, etc. | T-Time | ~5 mins |
| Introduces Host |
| Host | Gives some history of Toastmasters **(no need to provide everything listed)**   * Toastmasters International is a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. * Founded by Ralph Smedley, “need for … community to learn how to speak, conduct meetings, plan programs and work on committees;” YMCA, Illinois then California in 1924 * Toastmasters International incorporated 1932. * 1970, Toastmasters International admitted its first female member, Helen Blanchard, under the name Homer Blanchard. * 1973, Toastmasters began officially admitting women, * 1985, Helen Blanchard became Toastmasters' first female international president. * 2018: More than 345,000 members, 15,900 clubs, 142 countries. * Core Values: Respect, Integrity, Service, Excellence (RISE) | T+5mins | ~2 mins |
| Introduces the Toastmaster of the Day |
| Toastmaster of the Day  Toastmaster of the Day | Explains that we will only be demonstrating 3 parts of a usual Toastmaster meeting: Speaker, Evaluation, and Table Topics. | T+7mins | ~3 mins |
| Skipping Timer, but indicate Timer’s role (for Speaker’s benefit) |
| Explain what the audience participants what they should be looking for in evaluations |
| Introduces Speaker |
| Speaker | Speech should always be related to a personal story of the benefits of Toastmasters. | T+10mins | ~7 mins |
| Toastmaster of the Day | Thanks the Speaker and acts as the Evaluator (or invite the Evaluator). |  |  |
| Toastmaster of the Day/Evaluator | Benefits of learning to give evaluations  2 to 3 minutes  Possible to also involve the audience in brief round robin feedback if time allows | T+17mins | ~10 mins |
| Toastmaster of the Day | Reminds prospects to turn in the 3”x5” cards. |  |  |
| Topics Master | Introduces the Topics Master for a round of fun with Table Topics, “something no one knows about you or you are proud of.”  1 to 2 minutes limit (use timer to help participants keep timing) | T+27mins | ~12 mins |
| Return meeting to Toastmaster  (or Host if nothing to add) |
| Toastmaster of the Day | Meeting wrap-up | T+39mins | ~1 mins |
| Return meeting to Host |
| Host | Wraps up the Kick-off Meeting with call to action:  Start your own Club today as prestigious Charter Members!   * Meeting Time, Location * Club Name voting   + Dry erase board/flip chart * Cost * Officers * **Pathways Education Program – Base Camp** * Club Officer Training (TLI or separate if no TLI) * Help (Club Mentors) * Supplies | T+40mins | ~15 mins |

Official Boiler Plate

About Toastmasters International

Toastmasters International is a worldwide nonprofit educational organization that empowers individuals to become more effective communicators and leaders. Headquartered in Rancho Santa Margarita, California, the organization's membership exceeds 345,000 in more than 15,900 clubs in 142 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators and leaders. For information about local Toastmasters clubs, please visit www.toastmasters.org. Follow @Toastmasters on Twitter.