

INCENTIVIZE FOR DISTRICT SUCCESS

Introduction

In Toastmasters, and other organizations, motivating and maintaining morale are key drivers ensuring that our clubs and members continue to be fully committed and engaged to the program. Members appreciate incentives and recognitions, and leaders who create incentive programs are more likely to find success with their clubs and Districts.

- **Motivational Tool** – Incentives motivate members and leaders to push and challenge themselves to achieve above what is the minimum expected in the Toastmasters' official recognition programs.
- **Team Culture** – Programs tied to club performance help promote teamwork and collaboration. Members and club officers collectively rely on, support, and encourage each other to perform at top levels for their club to receive an award or recognition.
- **Member Support** – Clubs competing for or striving to meet the goals of an incentive program may provide higher degrees of support and service to their members. This can improve member satisfaction, bring in new members, and also, significantly enhance the quality of the club.

District Analysis

For an incentive program to be truly effective, the needs, goals, and objectives should be clearly understood and defined before it's rolled out in the District. Understanding the current status of clubs in your District at a macro level will help you prepare well for the challenges and opportunities that lie ahead.

Based on the results of your District analysis, identify areas where incentive programs may prove effective to improve performance. While designing any incentive program for your District, do pay attention to the following OREO points:

- **Make it Objective** – Stay away from qualitative measures and stick with factual ones. E.g., clubs achieving distinguished status vs. the best club in the division. The more qualitative you make a measure, the more subjective it becomes and the more questions that will be raised.
- **Make it Relevant** – Incentives are nice, but do they tie back to the Distinguished Club Program (DCP), District Recognition Program (DRP), or the Club and District Missions.
- **Plan the Expense** – If the District plans to give away pins or mementos to those who achieve the goals, do you have the budget for it? If not, how do you plan to recognize and reward the winners?
- **Keep it Outcome-Oriented** – Promote the incentive programs across the District in a timely manner so that all your clubs and members are aware of the programs and can take advantage of them. Share the metrics, track the progress at regular intervals on your District social media pages or website.

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To help you get started, fill in the data for your District, for the previous Toastmasters' year, in the table listed below.

To find data on membership awards use this link: [TI Membership Building Programs](#)

To find data on Club Membership and DCP goals, use this link and click on your District number: [TI Additional Reports](#)

District No.				Club Base	
Membership Analysis					
Base Membership	0-12 members	13-19 members	≥ 20 members		
# of Clubs					
Membership Awards					
Award	Smedley Award	Talk Up Toastmasters	Beat the Clock		
# of Clubs achieving awards last year					
Distinguished Club Program (DCP) Analysis					
# of Distinguished Clubs last year					
DCP Points by Type	# of Clubs achieving 1-2 goals	# of Clubs achieving 3-4 goals	# of Clubs achieving 5-6 goals		
Education Goals 1-6					
	# of Clubs achieving 1 membership goal	# of Clubs achieving both membership goals			
Membership Goals 7-8					
	# of Clubs achieving training goal	# of Clubs achieving admin goal			
Training & Admin Goals 9-10					

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Sample Incentives

Listed below are some ideas for incentive programs, which you can customize and implement in your District based on the specific needs of your District and clubs.

Incentive Programs	Results	Impact
Clubs achieving 2 out of 3 TI membership awards (Smedley Award, Talk Up Toastmasters, or Beat The Clock)	<ul style="list-style-type: none"> • Membership increase (≥ 10 members) 	<ul style="list-style-type: none"> • DCP goals 7-8 • DRP – membership payments
Clubs with a base of less than 20 on July 1, ending the year with 20 members or base + 3 as of June 30	<ul style="list-style-type: none"> • Membership increase • Club retention 	<ul style="list-style-type: none"> • DCP goals 7-8 • DRP – paid clubs & membership payments
Clubs renewing 65% of their members in both payment cycles (Oct & Apr)	<ul style="list-style-type: none"> • Membership renewals • Membership retention 	<ul style="list-style-type: none"> • DCP goal 10 • DRP – paid clubs & membership payments
Clubs that have all 7 officers trained for both terms (Jul & Jan)	<ul style="list-style-type: none"> • Club officer training 	<ul style="list-style-type: none"> • DCP goal 9
Clubs achieving 5+ DCP goals by December 31	<ul style="list-style-type: none"> • Early achievement of DCP goals 	<ul style="list-style-type: none"> • DCP – early achievement
Clubs achieving 5+ DCP goals and has 20 members (or base+3) by December 31	<ul style="list-style-type: none"> • Early achievement of DCP goals • Membership renewals/increase 	<ul style="list-style-type: none"> • DCP – early achievement • DRP – paid clubs & membership payments
Clubs with 20 paid members by Apr 1	<ul style="list-style-type: none"> • Membership renewals/increase 	<ul style="list-style-type: none"> • DCP goal 10 • DRP – paid clubs & membership payments
Clubs achieving Distinguished status by May 1	<ul style="list-style-type: none"> • Distinguished status • Membership renewals/increase 	<ul style="list-style-type: none"> • DCP – distinguished club • DRP – paid clubs, membership payments, & distinguished clubs
New clubs, chartered on or after July 1, achieving distinguished status by June 30	<ul style="list-style-type: none"> • Membership renewals/increase • Achievement of DCP goals 	<ul style="list-style-type: none"> • DCP – achievement • DRP – paid clubs, membership payments, & distinguished clubs
Recognize & reward Path completion, DTM, and Triple Crown award winners	<ul style="list-style-type: none"> • Members' education goals • Membership retention 	<ul style="list-style-type: none"> • DCP goals 1-6 • DRP – membership payments & distinguished clubs

Naming Your Incentives

You have identified your District's needs, created a relevant incentive program; now it is time to name it! Your program's name is responsible for setting the tone for your members and leaders. Catchy and fun names for District incentives can drive excitement and help members embrace the program. Incentive names used by some of the Districts are Fast Five, Phoenix Award, Rising Star, Pathbreaker, Win It to Pin It, Super Club, Trailblazers. Be creative in naming the incentives but do make them easy to remember. Members and clubs need to understand what they are, feel good about participating in the incentive, and proud when they achieve the goals.

Recognition, Recognition, Recognition

Regardless of the awards (certificates, pin, trophies, or mementos) you present to your program achievers, do remember to publicly recognize and acknowledge their efforts on your District website, social media pages, newsletter, or at District events.

You can also explore other incentives and initiatives with your Region Advisor and your District leader peers. Incentive programs, if designed and implemented correctly, will result in stronger performing clubs and Districts, and highly motivated and engaged members.