

“Effort Determines Rewards”



To: All District 21 Toastmasters Members

From: Lt. Governor of Education and Training: Tom Jones Jr. DTM
Successful Club Co-Coordinator: F. Leigh Anderson DTM

Date: October 25, 2009

Re: Moments of Truth

“MOMENTS OF TRUTH”

“YOUR CLUB KEY TO SUCCESS”

WHY: A Great many Districts within the World of Toastmasters retain more members than District 21. This would indicate that WE are not meeting our member’s needs or expectations. As we work to bring in new members we must be committed to keeping the members we already have. What is the answer to this dilemma? The answer is:

District 21’s “Moments of Truth” Drive

PURPOSE: The District 21’s Moments of Truth Drive strives---

- **To** determine a benchmark level of club needs
- **To** Review benchmark levels in a positive manner by club executives
- **To** Provide results to area and division governors for their assistance
- **To** Provide results to LGET Team for their assistance

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- **To** Implement a supportive action plan to clubs and areas based on members’ feedback
- **To Celebrate our strengths as a District** as we work together to improve meeting our members’ needs.

HOW: Each club presents Moments of Truth utilizing the appropriate presentation templates. The time required is approximately one hour but can be successfully accomplished over two meeting, if required.

The KEY to the success of Moments of Truth is the survey. The Successful Club Coordinator has developed an additional page that is “club specific. All information will be confidential.

Each Division will Enter and Award Prizes to All clubs that complete

“Moments of Truth” and submit results to the Successful Club

Coordinator at SCC@TOASTMASTERS.BC.CA by December 31,

2009 into draws for a **myriad of prizes**. Each Division will have 1st,

2nd, and 3rd place prizes. This is a total of sixty prizes within our

District. All prizes will be functional and will help clubs to meet

member’s needs. The District has created a Perpetual Trophy to be

awarded at the Spring Conference each year to the club that best

exemplifies Moments of Truth and their ability to retain membership

and meet their member’s needs. There will also be a Perpetual

Trophy provided to the Most Improved Club every year based on

before and after results. Winning Clubs will receive a “Display

Award” for retention. The District 21 “The Spirit of Moments of

Truth” Award will be awarded at the District 21 Spring Conference to

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be held in Victoria, BC April 30, May 1, and May^d, 2009. The “Phoenix Award” will be given to the most improved club at the same time. “Moments of Truth” can now be found online at www.toastmasters.org and is FREE to all District 21 clubs.

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The “Moments of Truth” Club Member Questionnaire

- **What circumstances introduced you and caused you to join Toastmasters?**

- **What do you enjoy and benefit from the most as a Toastmaster?** _____

- **Do you have a personal mentor within your club to assist you with meeting roles and speeches?**

- **Have you been encouraged to participate on your club executive and have the club officer roles been explained to your satisfaction?** _____

- **Is there any aspect of the Toastmasters Program that you would like to receive more information about?**

- **What are the areas that you personally feel your club could improve upon?**

- **Do you have personal goals that you feel the Toastmasters Program could assist you with if you had more information?**

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Please give completed questionnaire to VP Education or President to review after Moments of Truth Presentation. Remember: Every Member Counts!

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