

COMMUNITY OUTREACH TEAM



The purpose of the Community Outreach Team is to:

- Increase community awareness of the Toastmasters program and your Club.
- Increase your Club's membership.
- Put your leadership training to effective use.

The Community Outreach Team presents 30-minute Toastmasters programs before business, educational, community and government groups, social and service clubs, professional and trade associations, and civic organizations, creating interest in forming and joining Toastmasters Clubs. These groups have often contacted World Headquarters and have been referred to your Club by your District Governor.

The Community Outreach Team is composed of at least seven members (two are alternates) from your Club or from several Toastmasters Clubs under the coordination of the Area Governor.

Here is a sample outline for an effective presentation.

THE TOASTMASTER

**Topic – The Need for Effective
Communication and Leadership
Today and Tomorrow**

Emphasize that by improving their communication and leadership skills, listeners will help

themselves advance and be recognized. Point out the importance of effective communication and leadership in the world today. Explain that business, industry, and government need men and women who know how to communicate. (Five minute maximum)

Sample Outline of Presentation

1. What Toastmasters Can Do For You
 - a. At Place of Employment
 - i. Explain how effective communication and leadership are necessary to you, management, your associates and your subordinates.
 - b. In Community and Professional Groups to Which You Belong
 - i. Leadership experience and parliamentary training will help as a person becomes involved in community activities.
 - c. In Personal Satisfaction
 - i. Communication skills will improve chances for advancement in your job.
 - ii. In community affairs, your training will cause you to be a more capable leader.

FIRST SPEAKER

Topic – The Toastmasters Program

Select a member who is thoroughly familiar with the Toastmasters program and enthusiastic about its opportunities for the individual. (Three minute maximum)

Sample Outline of Presentation

1. The purpose of Toastmasters is to meet the need for improved effectiveness in communication and leadership through better listening, thinking, speaking, and conducting productive meetings.
2. How This Purpose is Achieved
 - a. Communication
 - i. Show both the basic manual and the advanced manuals and explain that this program allows each member to progress at his or her own rate.
 - ii. *Effective Speech Evaluation* (Catalog No. 202) – Explain how using the manual allows the member to gain information and insight into evaluation of another person's presentation.
 - iii. *The Debate Handbook* (Catalog No. 104) – includes guidelines for staging and judging a debate.
 - iv. *The Better Speaker Series* contains modules designed as 10 minute educational speeches given in the Club. Each gives practical tips that can be of benefit to all members.
 - b. Practical Experience in Developing Communication Skills
 - i. Prepared speaking and serving as Toastmaster of the Meeting develops ability to speak confidently before any group.
 - ii. Table Topics improves the member's ability to think quickly and to speak clearly and concisely at a moment's notice.
 - iii. Serving as Evaluator provides experience in analyzing what others say and offering constructive feedback for improvements.
 - c. Leadership
 - i. Committee and officer opportunities at the Club, Area, District, and International level offer hands-on experience in using management ideas.

- ii. Meeting planning – *Put On A Good Show* (Catalog No. 220) offers information and checklists for efficient planning of meetings, speech contests, and training sessions.
 - iii. Conducting meetings – Practical experience in conducting meetings using simple parliamentary procedure.
- d. Success/Leadership Modules
 - i. Toastmasters has created an innovative series of educational modules emphasizing leadership communication. Topics include instruction on: how to conduct productive meetings, parliamentary procedure, how to listen effectively, the art of effective evaluation, building your thinking power, training skills, management skills, and leadership.

SECOND SPEAKER

Topic – What Toastmasters Has Done For Members

Emphasize how communication and leadership training increases an individual's opportunities. Provide dramatic examples of local Toastmasters' successes and their testimonials of how Toastmasters helped them. Distribute copies of *Better Communication is One Word Away* (Catalog No. 99). (Five minute maximum)

Sample Outline of Presentation

1. What Toastmasters has done for me – Your own testimonial.
2. Cite local leaders who are or have been Toastmasters and who credit their recognition to their Toastmasters Club experience. Use local Toastmasters from business, government, and education, and quote their testimonials.
3. Offer your audience the opportunity to grow and succeed in Toastmasters.

TABLE TOPICS

Topic – What Toastmasters Means to the Company or Community

Call on each member of the team. If other Toastmasters or former Toastmasters are in the audience, invite them to participate. Give them their topics before the program begins. (Five minute maximum for all Table Topics.)

Suggested Topics

1. How Toastmasters benefits the company or community.
2. How training in conducting meetings benefits the company and community.
3. How the individual Toastmaster benefits the community.
 - a. A speaker for community improvement programs and fund drives.
 - b. Explain Toastmasters International policy on endorsement of other organizations.
 - c. Explain Toastmasters International policy on maintaining its code of nonpartisan, nonsectarian participation.
 - d. Explain that no member benefits monetarily.

Point out that Toastmasters are more likely to be informal, active participants in community affairs. Also cite local communication and leadership programs your Club has presented, and their benefit to participants.

EVALUATOR

Select an evaluator who will give a lively, witty presentation. Your audience will be interested to hear his or her helpful remarks, especially if they are firm, fair, friendly, and to the point. The evaluator should give constructive suggestions for improvement, allowing no more than two minutes for each evaluation. Evaluate each prepared speaker. (Six minute maximum)

Immediately after the program, the Toastmaster should answer questions from the

audience. Copies of "Better Communication is One Word Away" (Catalog No. 99) and "To Be Successful It Only Takes One Word" (Catalog No. 101) should be available for distribution. Imprint each with the name, address, and phone number of a Toastmaster to contact for more information. Use the corporate brochure "Bringing Successful Communication Into Your Organization" (Catalog No. 103) for corporate executives, training directors, and personnel managers.

PRELIMINARY PLANNING

Team personnel: This program is an excellent opportunity for your past Club officers and the more experienced members of your Club to speak before new audiences.

Prepare a worthwhile experience for your Community Outreach Team and its audience by using your imagination and putting showmanship into your program. Base the selection of Community Outreach Team members and alternates on their ability and enthusiasm, and practice the presentation several times before your Club to ensure a polished performance. Your audiences are interested in the Toastmasters program. Make it interesting for them.

Ask your Chamber of Commerce for a list of community organizations and their officers. Compile a list of organizations and associations to which your Club members belong. Contact the program chairperson and offer to present a Community Outreach Team program. Confirm all arrangements in writing.

If the team is appearing on another organization's program, arrive early for the engagement. Check seating arrangements, lighting, and audio equipment, and meet your host. Set the stage for your program. Ask if you may place a copy of the promotional brochures at each place. If your team arranges the program, then include the following supplies and equipment.

“Better Communication is One Word Away”
pamphlets (Catalog No. 99)
“To Be Successful It Only Takes One Word”
pamphlets (Catalog No. 101)
“Bringing Successful Communication Into Your
Organization” booklets (Catalog No. 103)
Communication and Leadership manual
(Catalog No. 225)
and Advanced Communication and
Leadership Series manuals (Catalog No.
226 A-N)
Guest Name Badges (Catalog No. 231)
Guest Book (Catalog No. 84)
Toastmasters Lectern (Catalog No. 379)
Toastmasters Name Badges
(Catalog Nos. 339 through 396 B)
Cardboard Timer (Catalog No. 901) or
Timeprompts (Catalog No. 6620)
Gavel (Catalog No. 375)

“How To Build A Toastmasters Club” manual
(Catalog No. 121)
Copies of *The Toastmaster* magazine

A CLUB EFFORT

Your Community Outreach Team is a unique experience. Your entire Club becomes involved. Your educational committee helps in planning the presentation; your membership and attendance committee arranges to follow up on inquiries generated by the performances; your community relations committee prepares publicity about the Community Outreach Team's appearances; and every member contributes his or her evaluation of the presentation during its formative stages. This is truly a team effort.



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