



Best Practices from September 2025 Club of the Month Nominations

September 2025 Submissions

Three Clubs from two Divisions participated in our first round of COTM. All three clubs demonstrated strong alignment with District 77's **R.I.S.E.** values — *Recruit, Inspire, Speak, and Encourage*. Each nomination showcased creativity, community connection, and leadership development.

Redstone Toastmasters was recognized as the September 2025 **Club of the Month Winner**.

Club	Judges Summary
Redstone Toastmasters #1932	Exemplary balance of growth, innovation, and impact. Strong external engagement and mentoring excellence.
VA Voices #651363	Model virtual club - outstanding mentorship, inclusion, and structure. Excellent continuity and momentum.
Premier Providers #05606202	Solid foundation and creative leadership. Excellent officer readiness and innovation in meeting format.

R – Recruit: Creative Growth & Visibility Strategies

Theme	Best Practices	Actionable Ideas for Clubs
Guest Conversion Initiatives	- VA Voices' <i>Weekly 2-Minute Friendly Challenge</i> (HPL project) generated 78 guests in 45 days. - Redstone's "<i>Post Toasties</i>" and "<i>Represent Your State</i>" themed open houses attracted 10 guests and 2 new members.	• Launch a mini recruitment challenge (e.g., "Invite 2 in 2 Weeks"). • Create a recurring theme-based guest event (monthly "Meet the Mentor" or "Toast & Learn" session).
Digital Presence & Social Media	- VA Voices built followership across multiple states and countries. - Redstone expanded its brand with a LinkedIn campaign and multi-platform posting. - Premier Providers created internal flyers for workplace distribution.	• Create a club brand calendar (1 monthly theme for all posts). • Use LinkedIn and Facebook event invites for meetings. • Encourage every member to share a "Why I Joined Toastmasters" post.
Community Visibility	- Clubs leveraged <i>corporate breakrooms, radio interviews, and open houses</i> to connect locally.	• Establish a Community Outreach Captain role per club. • Partner with local organizations (libraries, schools, professional groups) for visibility.

💡 I – Inspire: Culture, Mentorship & Member Retention

Theme	Best Practices	Actionable Ideas for Clubs
Mentorship Programs	- VA Voices assigns a mentor to every new member. - Redstone established <i>two new mentor pairs</i> in August.	• Implement a “Mentor Match” month where each experienced member adopts a new member. • Share success stories of mentor-mentee achievements during meetings.
Celebration & Recognition	- Redstone celebrates Pathways completions monthly. - Premier Providers recognized 3 members moving into leadership roles.	• Create a “Spotlight Toastmaster” board or post monthly. • Include member milestones in every meeting agenda.
Inclusive Environment	- VA Voices emphasized global representation (Bahamas, Nigeria, multiple U.S. states). - Clubs promoted equity, confidence, and belonging.	• Add a Diversity & Inclusion moment in meetings (e.g., a 1-min global greeting). • Use breakout discussions to ensure every voice is heard.

S – Speak: Quality Meetings & Skill Building

Theme	Best Practices	Actionable Ideas for Clubs
Engaging Meeting Design	- Redstone's <i>creative themed meetings</i> (Post Toasties, Represent Your State). - Premier Providers' <i>bottom-up meeting method</i> to rotate leadership.	• Host quarterly "Creative Meeting Series" (holiday-themed, TED-style, table topics marathon). • Encourage members to design one meeting per year.
Member Participation	- 84% participation rates at Redstone; - VA Voices structured 8-week speaking rotation.	• Track participation rates. Aim for 80% active engagement every month. • Rotate members through roles with a "Pathway to Proficiency" tracker.
Educational Depth	- VA Voices covered all six <i>Moments of Truth</i> modules within five weeks.	• Incorporate one educational moment per meeting (5-minute Toastmasters tip). • Present the <i>Moments of Truth</i> module once per year to self-assess quality.

E – Encourage: Leadership, Accountability & Growth Mindset

Theme	Best Practices	Actionable Ideas for Clubs
Officer Engagement & Training	- 100% officer training at Redstone; 7 of 7 trained at VA Voices; 6 of 7 trained at Premier Providers.	• Encourage officers to attend both TLI sessions and share key takeaways with the club. • Implement Officer Mentorship Pairing (experienced officer coaches a new one).
Club Success Planning & DCP Tracking	- All three clubs submitted their Club Success Plans early. - Redstone and VA Voices achieved 3 DCP goals early in the year.	• Review DCP progress during each Executive Committee meeting. • Visualize progress using a Club Dashboard Poster at meetings.
Member Encouragement	- Clubs provided recognition for speeches, Pathways, and leadership roles.	• Launch a “Kudos Corner” at meetings to celebrate small wins. • Post weekly recognitions on LinkedIn or Facebook groups.

Bonus: Sustainability & Innovation

Theme	Best Practices	Actionable Ideas for Clubs
Creative Challenges	- VA Voices' "2-Minute Friendly Challenge" effectively sustained guest momentum	• Recreate a similar "Toast 2 Challenge" or "Table Topic Guest Duel." • Turn it into a divisional challenge across clubs.
Cross-Club Collaboration	- Shared learnings, such as open houses and HPL-based recruitment, demonstrate inter-club potential.	• Partner two clubs for joint meetings or workshops. • Share a "Best Practices Bulletin" through the District Webpage.
Storytelling for Impact	- Redstone members used their TM skills to launch a business and develop community apps.	• Capture Member Impact Stories quarterly to publish on the Club and District Webpage or Facebook. • Encourage members to document "Toastmasters Transformations."



How Clubs Can Use This List

- **Pick one best practice from each R.I.S.E. category** and implement it this quarter.
- Report results to the Division Director, COTM Chair and during **Area Council meetings** to foster peer learning.
- Recognize clubs that adopt and document 3+ new practices as “**R.I.S.E. Innovators**” in District 77 newsletters.
- Use these examples to design training modules for upcoming **COTM workshops or mid-year TLIs**.



Closing Thought

“The magic of Toastmasters is not in perfection, but in progress that inspires others to rise.”

— Elena Fadairo, Area 12 Director & COTM Chair, District 77