

District 77 Best Practices Guide

January 2026 Edition: R.I.S.E. in Action — From Holiday Momentum to Distinguished Progress

Recruit • Inspire • Speak • Encourage

Informed by January 2026 Club of the Month submissions and Distinguished Club Program (DCP) snapshots

INTRODUCTION

January's Club of the Month submissions highlight how clubs can successfully **close a calendar year strong and convert holiday momentum into measurable Toastmasters progress**. While the two nominated clubs operate in different Divisions and contexts, both demonstrate intentional alignment to the R.I.S.E. framework—through culture-building, speaking excellence, and consistent member engagement.

This guide captures **what worked**, why it mattered, and how other District 77 clubs can adapt these practices immediately.

January 2026 submissions reviewed: - **Redstone Toastmasters Club #1932** (Area 12, Division A) - **VA Voices Toastmasters Club #651363** (Area 21, Division B)

Where applicable, practices are validated using **DCP performance data as of January 10, 2026**.

R — RECRUIT

Recruitment Is a Relationship, Not a Transaction

Best Practice 1: Use Social Events as a Soft Entry Point

Observed at: Redstone Toastmasters

DCP Insight: Membership goals 7 & 8 already achieved

What Worked - Welcomed **six guests** during December - Leveraged a **festive Christmas Party** to showcase club culture - Created a low-pressure environment for guests to experience Toastmasters firsthand

Try This - Host at least one social-style meeting per quarter - Invite guests to attend *without* an immediate join expectation - Follow up within 48 hours with a personal note and next meeting invite

District Insight: Clubs that recruit consistently focus first on **belonging**, then on conversion.

Best Practice 2: Let Results Speak Louder Than the Nomination

Observed at: VA Voices Toastmasters

DCP Insight: Net growth **+8 members**, 7 DCP goals met

What Worked - Sustained recruitment over time, not just a single event - Membership growth embedded into the club's culture

Try This - Track guest-to-member conversions monthly - Explicitly call out recruitment wins in COTM nominations - Align recruitment storytelling with DCP outcomes

District Insight: Strong recruiting often happens quietly—until it's measured.

I — INSPIRE

Inspiration Is Built Through Connection and Celebration

Best Practice 3: End the Year with Intentional Fellowship

Observed at: Both clubs

What Worked - Holiday gatherings strengthened emotional connection - Members reflected on shared progress and gratitude - Leaders reinforced the *why* behind Toastmasters participation

Try This - Close each quarter with a reflection or celebration meeting - Highlight one growth story—not just achievements - Make inspiration visible, not assumed

District Insight: Inspired members stay engaged long after metrics fluctuate.

S — SPEAK

Speaking Excellence Thrives on Structure and Accountability

Best Practice 4: Measure Participation, Not Just Attendance

Observed at: Redstone Toastmasters

DCP Insight: 5 DCP goals achieved by January

What Worked - 84% average speaking participation - Four Icebreaker speeches completed in one month - Level 1 and Level 5 (Effective Coaching Path) completions celebrated

Try This - Track monthly participation rates (roles + speeches) - Celebrate first speeches and advanced completions equally - Share participation metrics with members

District Insight: What gets measured gets repeated.

Best Practice 5: Schedule Growth, Don't Wait for It

Observed at: VA Voices Toastmasters

DCP Insight: Strong education pipeline across Levels 1–4

What Worked - All members enrolled in a Path - Consistent role rotation and structured agendas - Clear expectations for participation

Try This - Maintain a rolling 4–6 week speaking calendar - Assign mentors early - Normalize steady progress over speed

District Insight: Consistency beats intensity—every time.

E — ENCOURAGE

Encouragement Is the Engine of Sustainability

Best Practice 6: Normalize Growth at Every Level

Observed at: VA Voices Toastmasters

What Worked - Inclusive environment where every member participates - Leadership actively supported Pathways understanding - Emphasis on confidence and clarity during program updates

Try This - Review Pathways expectations quarterly - Recognize effort as visibly as outcomes - Rotate roles intentionally to build confidence

District Insight: Encouragement keeps clubs resilient through every season.

Best Practice 7: Celebrate Progress Publicly

Observed at: Redstone Toastmasters

What Worked - Recognition of Pathways milestones - Visible celebration of member achievements - Reinforced sense of belonging and momentum

Try This - Add a standing “Progress & Praise” agenda item - Celebrate milestones monthly, not annually - Share wins on social media or club newsletters

District Insight: Recognition fuels retention.

DCP-ALIGNED TAKEAWAYS FOR ALL CLUBS

Club Stage	Focus Area
Acceleration (Redstone)	Sustain speaking excellence and mentor depth
Expansion (VA Voices)	Translate growth into leadership development
All Clubs	Balance culture, metrics, and intentional action

FINAL THOUGHT

January's submissions reinforce a powerful truth: **there is no single formula for excellence**. Clubs succeed when they align intentional action with genuine care for members—whether through speaking opportunities, celebration, or encouragement.

District 77 clubs continue to prove that when **R.I.S.E. behaviors lead**, Distinguished results follow—naturally, sustainably, and with purpose.