

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.