



How to Use Speechcraft to Boost Your Membership



District 71 Toastmasters
PR Masterclass #007
19 February 2025

Toastmasters Speechcraft site

<https://www.toastmasters.org/education/speechcraft>

Toastmasters Brand Portal & New Brand Manual

<https://www.toastmasters.org/resources/brand-portal>

District 71

Ireland, Scotland, Northern Wales, Northern England, Midlands, and East of England

<https://d71toastmasters.org>

District 71 Program Quality - Outreach

<https://d71toastmasters.org/home/pq/outreach>

District 71 District Speechcraft Chair

Mari Manning

<mari_manning@yahoo.com>



Sheryl Roush, DTM, PDG, AS

CEO, Sparkle Presentations, Inc.

Past District 5 Governor (PDG)

Accredited Speaker (AS)

Author, *Heart of a Toastmaster* book

<https://SherylRoush.com>

HeartofaToastmaster.com

[Speak And Market Like A Pro.com](https://SpeakAndMarketLikeAPro.com)

©2018-2025 Sheryl L. Roush. All Rights Reserved.

Market Like A Pro!

Marketing is...

3 Stages of Marketing Communication:

1) _____.

Q: Should I read it, file it, toss it, click away?

Answers the " _____ "

Time available: _____

2) _____.

Q: Was I correct? Does it _____ to me?

Time available: _____

3) _____.

Q: What do I do now?

Time available: _____

How to Promote Your Club to Potential Members

External Event: _____

- | | | |
|---|--|--|
| <input type="checkbox"/> Public event | <input type="checkbox"/> Within a Corporation/Business | <input type="checkbox"/> For another organisation |
| <input type="checkbox"/> Regular Club Meeting | <input type="checkbox"/> Demonstration Meeting | <input type="checkbox"/> Open Nights / Special Event |
| <input type="checkbox"/> Speechcraft Series | <input type="checkbox"/> Speech Contest | <input type="checkbox"/> _____ |

Theme: _____ Date: _____

Notes:

Identify Your Market(s):

1) WHO is your ideal audience/attendee/guest?

(potential/previous/current member)

Who (precisely) do you want to attract?

- _____
- _____
- _____

2) What are their PAINS or NEEDS?

(key problems, issues or challenges)

- _____
- _____
- _____

What are the BENEFITS to THEM?

Why would they attend, join, etc.? Desired outcome(s)

- _____
- _____
- _____
- _____
- _____

“Begin with the end in mind.”

Dr. Stephen R. Covey

Author, *The 7 Habits of Highly Effective People*

Building Your Event:

- Ask: “How does this serve the Attendee?”
- Focus on the end result(s) to the Attendee
- Reinforce the benefits (take-aways)
- Envision the event outcome(s)
- Energise your vision with excitement
- Share your vision with others
- Pay attention to the small details
- Offer abundant value for their time
- Promote the #hashtags everywhere!
- Ask the end-user (attendee) for input
- _____
- _____

How to Plan & Implement a Successful Speechcraft

Speechcraft is a blended learning experience hosted by the Club. It is ideal for attracting potential new members to an existing club, to begin forming a new club, or launching a corporate program. Participants are prospective new members for your club and will join your club when they are impressed by the activities and the benefits they will gain from their experience.

In a 4, 6, or 8 week sessions, in 1-2 hours each week, participants learn basic Toastmasters skills: speaking, listening, thinking and evaluating - skills vital to any profession in today's world.

The follow-up online learning supports the individual's in-person sessions through interactive materials.

Fund Raising

Charge the participant a tuition which covers the digital materials, and ideally Club dues, paid for their initial 6-month membership. This commitment helps participants solidify and continue the learning after Speechcraft. The tuition determined should also cover program expenses (additional materials, refreshments, room rental, etc.). Any monies beyond the digital bundle must be placed in the club's treasury. *TI Policy: No individuals, educational institutions or other organisations may derive financial gain either directly or indirectly from hosting of these programs.*

Members Benefit

Your current members benefit by serving as the Coordinator (who earns DTM credit), as educational presenters, and as mentors/guides.

Converting Participants into New Members

Speechcraft participants are prospective new members for your club. They will join when they are impressed by the activities and members, and the benefits they will gain from their experience. Help them find value by conducting the best programme possible. Make them feel welcome. Before the final session, ASK participants to stay on and continue their practice (if their tuition included six months dues). You may want to combine Speechcraft graduation with a new-member induction ceremony, and assign a Mentor!

Promotion!

Create flyers and distribute widely throughout public areas and on social media 3-6 weeks in advance. Post fliers in libraries and on bulletin boards. Consider kicking the program off with a free seminar, selling the benefits of Toastmasters, and enrolling at that event!

Participant Materials

Speechcraft Digital Bundle, Item 8600, \$50usd
<https://www.toastmasters.org/education/speechcraft>

***Want more members
in your club?***

***Don't know how to attract
guests to your meetings?***

***Need an infusion of
ENERGY
in your Club?!***

Designed for non-Toastmasters, this series of educational sessions covers a number of topics that play a vital part in effective public speaking and communication skills, including:

- Preparing to Present
- Giving & Receiving Feedback
- Using Vocal Variety & Presence
- Deploying Powerful Language
- Dealing with Nervousness
- Grabbing Attention in Opening
- Organising a Speech
- Making Smooth Transitions
- Crafting Strong Closings
- Relating to Your Audience
- Using Gestures & Body Language
- Using Visual Aids
- Evaluating Speeches
- Listening Skills
- Conducting Effective Meetings
-
-

***Want to be more confident when speaking in public or online?
Need to facilitate important meetings?
Is it time to enhance your communication and leadership skills?***

Boost your confidence and your career... in 8 weeks!

Speechcraft™

By participating in a Speechcraft Series, you will learn how to:

- Speak without fear in front of small and large groups of people
- Prepare effective speeches in a limited time frame
- Lead effective meetings and increase your management potential
- Improve your presentation skills and earn the respect and admiration of your colleagues

How this experiential programme will meet your needs:

- A hands-on program that provides the “how-to” and practical experience in public speaking and communication
- Cost effective; the investment for this series is significantly less than other public speaking courses
- A safe and supportive atmosphere of camaraderie dedicated to your personal and professional development
- Blended learning in-person sessions with online interactive materials
- Mentors to support your objectives and your growth

How does the Programme work?

You will experience a wide range of communication to enhance your listening, thinking and speaking skills. You will give a variety of short speeches on the topics of your choice, focused on those skills, which helps you develop confidence and competency. After your speeches, you receive constructive feedback and supportive ideas.

Upon completion of this basic course, you will have the option to continue your training in the Toastmasters Club, at a nominal fee.

Dates:

Times:

Location/Address:

Tuition: \$

Coordinator:

Hosting Club:

Immediate Benefits:

- Gain confidence in public speaking
- Develop communication and language skills
- Learn to think quickly and clearly, and respond
- Become an effective listener
- Offer effective feedback
- Use body language and visual aids
- Advance interpersonal skills
- Enhance your leadership skills
- Improve job or promotion prospects
- Learn meeting and time management
- Experience the benefits of a Toastmasters Club

Speechcraft can also help you improve performance in:

- Problem-solving
- Motivating people
- Selling ideas or products
- Conducting business meetings
- Speaking off-the-cuff
- Managing nervousness
- Introducing a Speaker
- Preparation and practice
- Organising speech structure
- Beginning and concluding a presentation
- Body language and gestures
- Vocal variety and range
- Meeting management
- Knowing an audience
- ... and much more!



**Do you dread speaking in front of others?
Need to conduct important meetings?
Time to enhance your communication skills?**

Gain confidence through PRACTICE in a supportive environment!

Speechcraft

An 8-week Communication Skills Series

Need a career boost?

Your career success depends on how well you can confidently express yourself. If you want to improve your performance in business meetings, job interviews, presentations, conversations, sales, and problem-solving situations... this PRACTICE-BASED program can help!

Experiential Learning.

During the series you will prepare and present short speeches and practice impromptu speaking in a safe and supportive atmosphere. You will be able to gain confidence in several aspects of communication, including written speeches, body language and listening. Materials are included. Experienced members of Toastmasters International present the course fundamentals, and serve as Guides mentoring you throughout the programme.

Benefit immediately.

The skills gained will serve you in all areas of your life. On the job, you will be able to communicate better with your employers, co-workers, vendors and customers.

- Conducting and participating in meetings
- Motivating people
- Interviewing for jobs
- Selling your ideas, products and services
- Solving problems
- Effective listening skills
- Thinking and quickly responding

Enroll Today!

Give your career a boost. Reserve your place!

Dates:

Time:

Tuition: \$ ____ inclusive of online materials

Coordinator Contact:

Name

Email

Phone

SERIES SCHEDULE	
Session 1..... Date	Overview of Materials, Projects and Programme "Ice Breaker" speeches Choose a Topic
Session 2..... Date	Prepare to Present How to write a speech
Session 3..... Date	Giving and Receiving Feedback How to receive an evaluation and share feedback with others
Session 4..... Date	Know Your Purpose Identify and deliver a purposeful message
Session 5..... Date	Body Language The impact of movement, gestures and facial expressions
Session 6..... Date	How to Evaluate How to review a speech and deliver supportive feedback
Session 7..... Date	Vocal Variety How to use voice and presence to support delivery
Session 8..... Date	Powerful Words How to create images and move an audience to action Presentation of Certificates & Graduation Ceremony

In-Person Location:

Venue Name/Meeting Room/Address

Parking information

Online:

Link / Password



Speechcraft: Overview, FAQs and Support

Presentation Time of 4, 6, or 8 sessions: 1-2 hours each

This experiential series focuses on the fundamentals of public speaking. It creates an outstanding opportunity to reach out to your community, provide a service, fundraiser for your club, and bring prospective members in to learn about Toastmasters. The course can be presented either as an integral part of your club meeting or as an outside-the-club series at a different location, or time... and may be tailored with specific focus areas for those participants.

The complete materials for starting and promoting a Speechcraft programme includes:

- A Speechcraft Coordinator Quick Start Guide that will be available through your "My Downloads" with instructions
- A Speechcraft-specific login and Base Camp page for your individual Speechcraft event
- Digital learning for 5 Speechcrafters, available on Base Camp
- Digital materials for 1 coordinator, available on Base Camp
- Printable resources to help you plan and organise your Speechcraft sessions
- Marketing materials to support the promotion of your event

Support & Ideas

Search social media (Facebook, LinkedIn, etc.) use the hashtag **#Speechcraft**

FAQs:

<https://www.toastmasters.org/education/speechcraft/speechcraft-faq>

What is the difference between the Speechcraft digital experience and the traditional Speechcraft?

The Speechcraft digital experience will be very familiar to members who have participated in Speechcraft in the past—either as a coordinator or a participant. The speeches are the same, or similar, and the educational presentations also mirror the Speechcraft Toastmasters members know and love. The primary difference, other than the fact that it is **delivered online**, is a greater emphasis on applying feedback and completing speeches. Clubs and coordinators are always at their discretion to decide how Speechcraft is delivered, but delivering speeches is how Speechcrafters learn. Being evaluated and discussing how feedback can be applied is at the heart of the Toastmasters learning experience, Pathways, and now, Speechcraft.

Who can be a Speechcraft Coordinator?

Speechcraft Coordinators are current Club members who have their Club's support. When coordinating a Speechcraft event, a club to which you belong must approve for you to host the event in connection with the club. When setting up your event on the Speechcraft Gateway, you will see that the event is automatically associated with a club in which you are a member. If you belong to more than one club, you will be able to select the club that approved the Speechcraft event. You will NOT be able to associate the event with a club in which you are NOT a member.

Digital Bundles (5) per set

Each Speechcraft Digital Bundle includes **five** participants. To conduct an event with more than five participants, the Club or Coordinators will need to purchase multiple Digital Bundles. Participant seats can only be purchased only in bundles of five.

Speechcraft Portal on Base Camp

Each Digital Bundle will be added as a separate event on the Speechcraft Gateway and the **Speechcraft Portal on Base Camp**. However, they can be held together at the same time and location. Speechcraft is NOT available for purchase by non-members.

The Speechcraft Gateway

To learn more, visit the Speechcraft Gateway at **Speechcraft.toastmasters.org**. Coordinators and Speechcrafters will both log in from this page. Coordinators can add Participants to their Speechcraft event as soon as the event is created on the Speechcraft Gateway. Coordinators are not required to add participants as soon as the event is created, nor are they required to add all five participants at once. Participants can be added on the Event tab at any time, as long as not all Speechcrafter seats for the event can be filled. This is true even after the start of the event date.

Hard copies?

The Speechcraft programme is designed to be accessed online. There are no hard-copy manuals. There are some resources within the Coordinator and Speechcrafter materials that can be printed if desired, but the entire programme is not available in print.

Receiving Credit

Members who coordinate a completed Speechcraft are eligible to receive credit toward their Distinguished Toastmaster (DTM) award, with credit going toward that Club.

Educational Speech Topics available for FREE

Download the full set of speech topics ideal to present during your Speechcraft, **The Better Speaker Series Set** toastmasters.org/resources/the-better-speaker-series-set