



SPEECHCRAFT

Using Speechcraft for Membership Building



District 25 Toastmasters

CLUB SUCCESS WORKSHOP

Monday, February 24, 2025

District 25

<https://www.d25toastmasters.org>

Toastmasters Speechcraft site

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

Brand Portal - Updated Brand Manual

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

Marketing is...



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Market Like A Pro: Communicating with Your Readers

Understanding what your Readers need:

_____ % **Non-Readers**

Simple words and text - photographs, visuals; Numbers in layout, phone numbers, video

_____ % **Avid Readers**

Read everything provided; Need facts, details, statistics; Prefer more conservative layouts

_____ % **Skimmers**

Scan and Browse through text; Appreciate graphic design, photos, color; Prefer progressive layouts

3 Stages of Marketing Communication:

1) _____.

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

Answers the " _____?"

Time available: _____

2) _____.

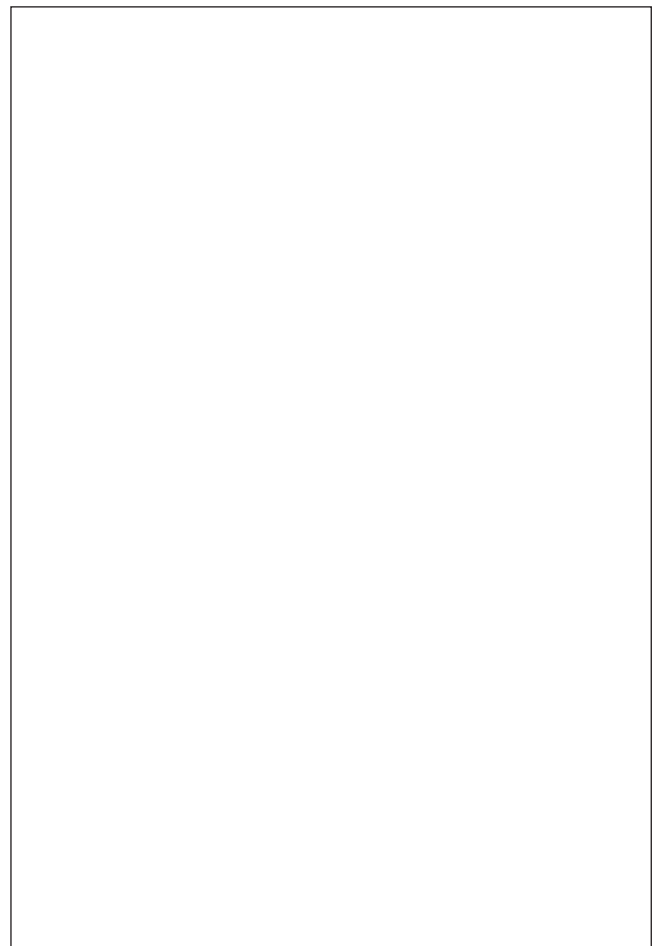
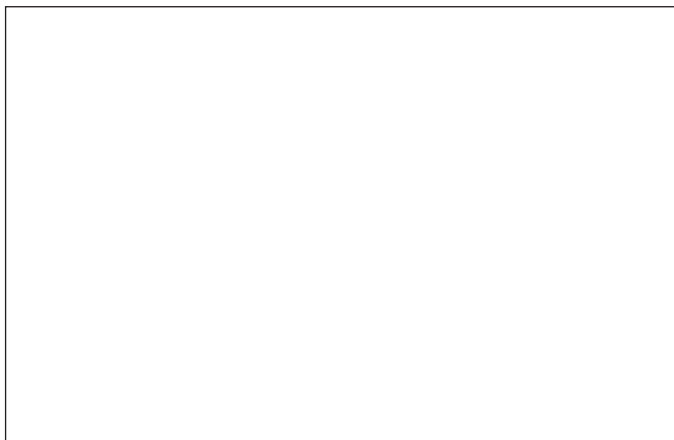
Q: Was I correct? Does it _____ to me?

Time available: _____

3) _____.

Q: What do I do now?

Time available: _____



How to 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.

There is a nominal fee 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. No individuals, educational institutions or other organizations 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 program possible. Make them feel welcome. Before the final session, ASK participants to stay on (if their fee included six months dues). You may want to combine Speechcraft graduation with a new-member induction ceremony!

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 special 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
- Organizing 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
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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 program, 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 win the respect and admiration of your colleagues

How this experiential program will meet your needs:

- A hands-on program that provides the “how-to” and practical experience in public speaking and communication
- Cost effective; the cost 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 Program work?

You will experience a wide range of communication to enhance your listening, thinking and speaking skills. You 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
- Organizing 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 gain confidence in several aspects of communication, including written and impromptu speeches, body language and listening. Materials are provided. Experienced members of Toastmasters International present the course fundamentals, and serve as Guides mentoring you throughout the program.

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 employer, co-workers 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 Program "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 workshop 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 seminar at a different location.

The complete materials for starting and promoting a Speechcraft program 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 organize your Speechcraft sessions
- Marketing materials to support the promotion of your event

Support & Ideas	Searching social media use the hashtag #Speechcraft
FAQs:	https://www.toastmasters.org/education/speechcraft/speechcraft-faq
What is the difference between the new 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 Toastmasters 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. Members cannot coordinate a Speechcraft without the support of their club.
The Speechcraft Gateway	To learn more about Speechcraft, 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 program 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 program is not available in print.
Receiving Credit	Members who coordinate a completed Speechcraft event 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