



# Morningstars Executive Leadership Manual



**by Katherine Scott**

High Performance Leadership Project  
Morningstars Toastmasters Club 1248

# foreword

**This slide document was prepared for Morningstars Toastmasters Club executive as part of my high performance leadership project.**

Having done three executive roles, I have come to see the need for a way to provide continuity for each member of the executive team from one year to the next.

This manual is meant to provide continuity and be a living document adaptable to each successive executive of the club. To facilitate that goal, it has been created using Microsoft Powerpoint so that each section is editable by any future member of the executive.

Included with this document is a flashdrive containing the Powerpoint file. Any member of the executive may use the flashdrive version to adapt and re-print the information as circumstances or roles for **Morningstars** change.

# foreword

As I was doing the initial planning of my High Performance Leadership Project with my guidance team, two questions arose in discussion.

**What can I do to build on the positive culture and synergy that already exists in Morningstars?**

**What can I do to leave a lasting legacy for future Morningstars executive members and members at large?**

It is my hope that this living document will be that legacy to assist each **Morningstars** executive member to understand the responsibilities of each position as they pertain to our specific club; and to benefit the membership at large because their executive team will be able to get up to speed quickly.

Katherine Scott  
April, 2015

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# introduction

the purpose and mission  
of the leadership manual

# introduction

## mission and vision

**Morningstars Toastmasters Club** is a fifteen year old thriving community club with a positive welcoming culture and a strong membership. An equally strong executive is one of the pillars of our success.

Each executive member enlists in a training twice a year for their particular role. Each role has many things in common with all clubs. However outside of that training there is information that each executive member needs to know that is specific to our club.

That information is what will be provided here.

**If you want to build a ship, don't drum up people to collect wood, and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea.**

Antoine de Saint-Exupery

# introduction

## mission and vision

The mission statement for my project was an invitation I extended to the club to...

*help co-create a collaborative club culture where each member is highly valued, where everyone thrives and expands with confidence and courage, where members are mentored and supported as they track and achieve their personal goals, where our club easily attracts and retains new members, and where our club is a model of a fun, creative, and dynamic **Toastmaster** community.*

**A leader is best when people barely know (s)he exists. Fail to honour people and they fail to honour you. But of a good leader – who talks little when her work is done, her aim fulfilled – they will say, “We did this ourselves.”**

Lao Tzu

# introduction

## mission and vision

### A Perspective on Club Leadership

The executive is strong when each member of the executive is both responsible for their role, and responsive to the needs of others without limiting their power in any way.

#### **Leadership objectives are:**

To balance earned authority and the authority invested in the role.

To work creatively within the structure of the role to bring something personal to each executive position.

To evolve their own personal communication and leadership skills through the executive role.

To embrace the changes that allow the club to grow and flourish.

To be able to adapt to each new learning edge.

# introduction

## mission and vision

### Vision Statement

Members of **Morningstars** club:

- Feel valued, inspired and supported.
- Are motivated to learn, grow at their own pace, and achieve their self directed goals.
- Understand and volunteer for meeting roles and speeches regularly.
- Have a mentor especially if they are new to the club.
- Receive recognition and awards for milestones in a timely fashion
- Invite and welcome guests to visit or join
- Participate in contests
- Contribute their own personal goals toward achieving **Presidents Distinguished Club**

# introduction

## mission and vision

To complete this project I had two teams, an action team, and a guidance team.

My action team was comprised of three members of the 2013 – 2014 **Morningstars** executive.

They were PJ Reece, **President**; Sharon Langenberg, **VP of Membership**; and Judyth Shanley, **VP of Public Relations**.

Each of them had already taken the executive training for their individual role that is offered twice yearly by **Toastmasters International**.

In a meeting with my action team we discussed what they thought were the most important aspects of their executive positions as they related to our specific club.

# introduction

## mission and vision

In addition each member of the action team answered two questions.

These two questions were devised after several meetings with my guidance team. That team consisted of Johanna Rzepa and Sandy Wrightman, both of **Morningstars**, and Karen Tax, member of **Speak Up Toastmasters** in Chapel Hill, North Carolina.

### The Two Questions

What are the top five things that are important in your role on the Morningstars executive?

What are the top five indicators for your success?

# introduction

## mission and vision

I subsequently met with each member of my action team individually to discuss their responses to the questions.

In addition, they each looked at their particular section and gave feedback for the purposes of editing and refining the information.

Though the information is not as extensive, I also briefly outlined the details for the **Secretary**, the **Treasurer**, the **Sergeant at Arms**, and the **Past President** of our club.

# introduction

## mission and vision

My purpose in creating this document is to assist each member of the executive team to learn their role. Information may be added, edited, or deleted yearly to reflect changes in the roles.

In no way is this guide meant to demonstrate only one way for each position to be executed.

Rather it is a living document, and as such, it can be kept current to provide continuity and a source of club-specific information for anyone stepping into a new leadership role in **Morningstars Toastmasters Club**.

**A personal  
commitment to  
Toastmasters is  
a gift we give  
ourselves.**

From action  
team meeting.

# a toastmaster's journey

viewing a new toastmaster's  
journey as a hero's journey

# a toastmaster's journey as hero's journey

## the four stages of a hero's journey

A Toastmaster's journey is a hero's journey.  
Each journey has within it other journeys.

As each Toastmaster treads the path of the hero, these stages will unfold.

- The Ordinary World
- Call to Adventure
- Resistance to the Call
- The Mentor Appears

**“A hero is somebody who voluntarily walks into the unknown.”**

Tom Hanks

**“Everybody is a hero in their own story if you just look.”**

Maeve Binchy

# a toastmaster's journey as hero's journey

## 1. the ordinary world

Meet Alison.

Alison has heard about **Toastmasters** for several years. Although she's been very curious she never found the time, or it wasn't a convenient location, or perhaps she just wasn't ready.

Alison has recently moved to the Sunshine Coast and has discovered there's a great club called **Morningstars** in Gibsons. She decides it's time to check it out.

**"We are the hero of our own story."**

Mary McCarthy

**"A hero is someone who has given his or her life to something bigger than oneself."**

Joseph Campbell

# a toastmaster's journey as hero's journey

## 1. the ordinary world

She found out about the club because she visited the Public Library while several members were doing a PR campaign.

She could easily have seen it on the Coast Cable community board, or on the Gibsons Chamber of Commerce website.

She could have read the notice in the Community events in the Coast Reporter or on a website that shows community news for the Sunshine Coast.

### **Public Library**

[www.gibsonspubliclibrary.ca](http://www.gibsonspubliclibrary.ca)

### **Community Bulletin Board**

[www.coastreporter.net](http://www.coastreporter.net)

[calendar@coastreporter.net](mailto:calendar@coastreporter.net)

Free weekly notice.

### **Coast Cable**

[memoboard@coastcable.com](mailto:memoboard@coastcable.com)

Size is 8 lines, 32 characters including spaces.

# a toastmaster's journey as hero's journey

## 1. the ordinary world

Perhaps she was invited by a new friend to one of the special Open House Breakfast meetings the club holds.

She knows **Toastmasters** would really help her boost her confidence and her communication skills. She also thinks it would help her get over her nervousness about speaking to groups of people.

Finally one Wed morning, she arrives at a meeting.

### **Suncoast Central**

Contact: Dave

[info@suncoastcentral.com](mailto:info@suncoastcentral.com)

### **Big Pacific**

Contact: Laurie

[webmaster@bigpacific.com](mailto:webmaster@bigpacific.com)

### **Chamber of Commerce**

Change the listing at:

<http://bit.ly/1rGHjyM>

# a toastmaster's journey as hero's journey

## 2. call to adventure

Alison walks in the door and is greeted by the **Sergeant at Arms**.

She finds a place to sit. The **VP of Membership** (or another member) introduces herself to Alison and offers her a name tag, coffee, and invites her to sign the guest book.

She also arranges for someone to act as host and sit with Alison, and introduce her during the meeting.

After the opening of the meeting, the chair acknowledges Alison and asks the member acting as host to introduce her to everyone.

**“While most of us may have entered Toastmasters to learn to make speeches, that benefit is but the beginning of the good which may come to us and the good which we may do for mankind.”**

Ralph Smedley

# a toastmaster's journey as hero's journey

## 2. call to adventure

Alison is relieved she doesn't have to say anything right now.

She has been given an agenda, and she follows each step of the meeting, listening to all the roles and speeches.

She wonders if she will ever be able to do all the things she sees other people doing. They all make it look so easy.

But a little voice inside whispers that she's in the right place.

**Courage is being scared to death...and saddling up anyway.**

John Wayne

# a toastmaster's journey as hero's journey

## 2. call to adventure

At the end of the meeting just before adjournment, the chair invites Alison to speak. By this time Alison is more comfortable. She is ready to say a few words and it's easier than she thinks.

When the meeting is over, several people come up and engage her in conversation. The **VP of Membership** asks Alison why she came and what she wants from **Toastmasters**. Alison feels really welcomed.

When the **VP of Membership** asks if Alison would like to join, Alison makes up her mind on the spot and says yes. She is going to go for it!

The **VP of Membership** makes arrangements to meet with Alison to find out her personal goals, and answer any questions.

# a toastmaster's journey as hero's journey

## 2. call to adventure

Alison leaves the meeting full of enthusiasm, planning to go back the following week with her cheque and completed membership form.

Then during the week something happens.

Alison begins to have doubts. A certain amount of resistance starts to appear.

**Maybe she won't join after all.**

Alison is feeling what many **Toastmasters** feel when they first arrive.

**First impressions are important. What do they think when they walk in the door for the first time?**

From action team meeting

# a toastmaster's journey as hero's journey

## 3. resistance to the call

Alison wonders if anyone else in **Morningstars** has worries and doubts about doing a speech or a role. Maybe it's not the right time for her.

She knows she would be nervous about speaking. And what will she talk about?

She had noticed a banner on the wall behind the chair during the meeting.

Do they really expect her to **speak with confidence and make an impact** the first time she speaks?

Club Motto  
2012 - 2013

**Evolving Together  
Changing Our World**

—

Club Motto  
2013 - 2014

**Speak With Confidence  
Make an Impact**

# a toastmaster's journey as hero's journey

## 3. resistance to the call

Fortunately for Alison, the **VP of Membership** calls her during the week and asks if she has any questions.

Alison is honest with her about her doubts.

She feels much better after the phone call when the **VP of Membership** shares a story from when she first joined. What a relief to know that everyone has doubts and fears.

She decides to go ahead and join.

**"You can profit by the wisdom of others, and you can give them full credit."**

Ralph Smedley

# a toastmaster's journey as hero's journey

## 4. the mentor appears

At her second meeting, Alison pays her membership fee and is greeted by the **VP of Education**, who tells her about the **Mentor Program**.

A mentor is a more experienced member who explains the **Competent Leadership** and **Competent Communication** manuals, and helps her with her first speech project, the **Icebreaker**.

What a great idea, Alison thinks. Someone to help me with writing and practising my speeches.

### **Mentor Program**

The **VP of Education** invites each new member to choose a mentor who answers their questions, and helps them with at least their first three speech projects.

# a toastmaster's journey as hero's journey

## 4. the mentor appears

Alison gives her **Icebreaker** speech at her fifth meeting. There are a few bumps along the way, but since she'd practised with her mentor, she feels reasonably confident.

With the help of her mentor, she's also done the **Inspirator** and **Quizmaster** roles.

In a conversation with the **VP of Education** about the manuals she begins to understand the whole **Toastmaster** program a lot better.

She starts to plan her second speech. Visions of becoming a **DTM** start to dance in her head. Alison is on her way.

The **Inspirator** gives a short two minute inspiration based on the meeting theme. The inspiration sets the tone for the meeting and is followed by a toast. (Not all clubs have an **Inspirator** or **Quizmaster**.)

The **Quizmaster** asks questions about the meeting to encourage good listening skills.

# a toastmaster's journey as hero's journey

## different people, different journeys

Alison is a fictitious character. Nonetheless, she has a lot in common with many beginning **Toastmasters** and lots of experienced ones.

The stages of the **Toastmaster's** Journey are common to most people who begin anything new, and they occur over and over in a continuing cycle.

Some people walk in the door full of confidence, ready to go immediately.

Some come to one meeting and never come back.

### **The Toastmaster's Journey**

*Ordinary World*

*Call to Adventure*

*Resistance to the Call*

*The Mentor Appears*

# a toastmaster's journey as hero's journey

## different people, different journeys

Some people deliver a speech every two or three weeks, some less frequently.

Though the details, occurrences and time frames may be different, all **Morningstars** are on a hero's journey.

All members of the club - particularly the **VP of PR, the VP of Membership, and the VP of Education** – have their role to play to make sure that each new member is welcomed and supported to achieve their individual goals and to become a vital part of the club.

**“The big question is whether you are going to be able to say a hearty yes to your adventure.”**

Joseph Campbell

# the role of the president

the president as club leader  
contribution by pj reece

# the role of the president

## president as club leader

### Question One

What are the top five things that are important in your role as President?

1. **To call the executive together** every few weeks to discuss and update whatever is required for the club to run smoothly.
2. **To monitor and support the club culture** and maintain an objective vantage point over how the club is evolving, since it's a given that the whole thing is in a constant state of flux.
3. **To support everyone** and be 'neutral territory' unless or until it's necessary to make a decision; to accommodate diverse points of view or different rates of progress.

# the role of the president

## president as club leader

### Question One

What are the top five things that are important in your role as President?

**4. To be a presence,** to show up regularly, dress well, chair the weekly meeting often, be part of creating a fun atmosphere, and acknowledge members milestones.

**5. To be a role model,** volunteer for roles, jump graciously into every breach, and represent the club to the public wherever possible.

# the role of the president

## president as club leader

### Question Two

What are the top five indicators for your success as president?

#### 1. The club is healthy at year end. I

wanted the club is as healthy as it was a year ago. Members are enthusiastic, and generally feel that **Morningstars** is a fun, challenging, and rewarding experience. Taking over as president of a highly successful club, my focus was to maintain the status quo.

#### 2. Incoming executive is enthusiastic. The

new executive team looked forward to building on the momentum of the previous year.

# the role of the president

## president as club leader

### Question Two

What are the top five indicators for your success as president?

**3. An ability to resolve conflict.** I've learned by necessity a more all-embracing attitude to conflict resolution. This particular leadership position has provided me with a lot of growth as a member of the community.

**4. Receiving personal feedback.** Various members gave me their personal vote of confidence during the year.

# the role of the president

## president as club leader

### Question Two

What are the top five indicators for your success as president?

**5. Enjoying the experience.** I personally enjoyed the experience of being president. I've never felt it was an onerous obligation, probably because the executive as a whole worked well together. If I admit to feeling successful as president, I also have to admit it was largely a function of good luck to have worked with such an enthusiastic executive team.

# the role of the president

## president as club leader

“I enjoyed my year as **President** so much that I feel almost guilty. (“**President**”—should it be capitalized? I don’t know. But there you go, it says everything about my opinion of the role.)

It was an honour to serve as **President**, but also an opportunity to grow myself. Seriously. To develop an expanded worldview, that’s what was being asked of me. The **President** cultivates the broadest perspective of the club in order to maintain “quality control.”

While the **VPs** are the workhorses, the **President** ensures his lieutenants and membership are pulling in sync toward the club’s goals. The **President’s** role is subtle yet powerful, acting as a steady but almost invisible hand. Was I too invisible? Is that why I feel guilty? No, I received enough feedback to be quite sure that a club is nourished by a **President** who feels his most important job is to hold the big picture in his heart.” **PJ Reece, President, 2013-2014**

# the role of the president

## president as club leader

### Practicalities

- The **President** is responsible for inducting new members into the club (or assigning a delegate such as the **VP Ed**). New members receive a card prepared by the **VP of Membership** for their induction. New members receive a TM pin after their **Icebreaker** speech (which may be presented by the mentor.)
- It's the President's role to present pins and other awards to club members for their communication and leadership achievements. He or she may choose to delegate this role to another member. The **VP of Ed** informs the **President** when someone has achieved a new level in either leadership or communication so that the presentation is added to the meeting agenda.
- The **President** and executive team choose a new motto each year and have a new banner made that hangs at the front during each meeting.

# the role of the president

## president as club leader

### Practicalities

- The **President** keeps the extra key for Harmony Hall as a back up for the **Sergeant at Arms**.
- The **President** submits the list of names for the executive for the following year to the **Toastmasters International** site before June 30 of the year in which he or she is president.
- The **President** also creates an agenda for each exec meeting and makes sure that there are enough copies for the meeting. Any member can attend meetings so the president can decide to remind the membership at large when a meeting occurs.

# the role of the president

## president as club leader

### Practicalities

- The president calls on the **Past President** to organize nominations and voting for the exec for the following year.
- The **President** throughout the year, and in partnership with the **VP of Education**, tracks which individuals in the club will contribute points toward **President's Distinguished Club**.
- The **President** encourages each executive member to take officer training, either in person in Vancouver, or through the **Remote Club Officers Training** currently being offered by **ToastMentors**.

**Toastmasters is saying yes to jumping in, leaping into the unknown.**

From action team meeting

# the role of the vice president of education

the vp of ed as second in  
command

# the role of the vp of education

## vp of ed as second-in-command

### Question One

What are the top five things that are important in your role as Vice President of Education?

- 1. To be a model** and do the same actions that in my role as **VP of Education** I encourage club members to do. This includes giving regular speeches, doing roles and asking for evaluations, and setting personal goals for the year.
- 2. To maintain a dynamic mentor program** and make sure that new members have a mentor to help them with their roles, speeches and questions; and to then support the mentors in their role of guiding new members to ensure no one is left behind.

# the role of the vp of education

## vp of ed as second-in-command

### Question One

What are the top five things that are important in your role as Vice President of Education?

**3. To create meeting agendas** and themes and have them set up in **Turbobase** at least three months in advance. This enables long term planning for members for both speeches and roles, and makes it easier for each meeting **Chair** to fill the roles and prepare for the meeting.

**4. To attend meetings**, greet people, be present, be friendly, answer questions and generally be available to new and current members or anyone who needs help with a role.

# the role of the vp of education

## vp of ed as second-in-command

### Question One

What are the top five things that are important in your role as Vice President of Education?

5. **To track awards** so that when members set goals and achieve them, they are recognized quickly; to inform the president when someone has achieved an award and to make sure there is a pin, a card, etc, available for a presentation to the member in a club meeting; to submit awards promptly to **Toastmasters International in Club Central**; to make sure that new members are also inducted and presented with a pin after their **Icebreaker** speech.

# the role of the vp of education

## vp of ed as second-in-command

### Question Two

What are the top five indicators for your success as Vice President of Education?

1. **All members understand the education program** and attend and participate in meetings by doing roles or speeches, tracking their own progress in a **Competent Leadership** manual or speech manual.
2. **Responsibility for club tone and culture is shared** by all members of the club, with the exec team forming a strong core. The meetings are fun and energetic, and members attend regularly.

# the role of the vp of education

## vp of ed as second-in-command

### Question Two

What are the top five indicators for your success as Vice President of Education?

3. **Members participate enthusiastically** in the club contests in spring and fall.

4. **Every member of the club feels like they are an important part of Morningstars** and can take on new challenges at their own pace because they feel they are valued, supported, and important.

5. **The club achieves Presidents Distinguished Club** because individuals reach their personal goals and their achievements and contribute to the overall success of the club.

# the role of the vp of education

## vp of ed as second-in-command

“I saw the role of **VP of Education** as key from the standpoint of making sure the club is supported and in modeling leadership. I started by asking myself, “When do I, as **VP of Education**, step in to support and when do I let someone else be self determining?”

My role certainly impacted the overall club tone and culture, but I also had to manage details by making sure that awards and speeches are tracked, and achievements are recognized in a timely way.

The role of **VP of Education** also gave me a unique vantage point for seeing the flow of support move from the **VP of PR** bringing guests to the door, the **VP of Membership** supporting them as they changed from guest to member, and my role answering further questions and finding them a mentor.

**Morningstars** is continually evolving, and when we manage that flow, it makes a real difference to every member. No one is left behind.”

**Katherine Scott, VP Education, 2013-2014**

# the role of the vp of education

## vp of ed as second-in-command

### Practicalities

- In **Morningstars**, the **VP of Education** is responsible for placing orders with **Toastmasters International**. Use a personal credit card and take the statement to the **Treasurer** to be reimbursed.
- Make sure there are enough **Competent Communicator** and **Competent Leader** manuals for new members and pins for presentation of awards. New members receive a **Toastmasters** pin after their **Icebreaker**. Members receive a **CC** pin on completion of their manual, and a **CL** pin on completion of their first **CL** manual. Advanced awards recipients receive a pin for that level.
- Keep track of the binder with the advanced manuals and loan them to members who are ready for an advanced manual.

# the role of the vp of education

## vp of ed as second-in-command

### Practicalities

- Keep the chart for tracking speeches at the side of the room for all meetings, and encourage people to add their stickers after completing a speech.
- Add agendas and themes to **Turbobase** for each **Toastmaster** term. Add the custom roles of **Table Topics Evaluator**, **Inspirator**, **Quizmaster**, **Jokemaster** and **Blog Post Contributor**.
- Periodically check **Distinguished Club Program** standings in **Club Central** as a framework for monitoring individual goals.
- Modify the meeting agenda template in Sept and send it out to all members. Make sure new members have it before they chair.

# the role of the vp of education

## vp of ed as second-in-command

### Practicalities

- **Morningstars** has a free **Survey Monkey** account to ask members for feedback and information about goals. User name is \_\_\_\_\_.

<https://www.surveymonkey.com/user/sign-in/>

Password is \_\_\_\_\_. The free account allows for 15 responses but each survey can be copied and re-sent.

- Make sure there is a chair for each meeting. Send an email through **Turbobase** if the meeting chair for some reason does not get someone for the following week.

**Toastmasters is expanding our repertoire of behaviour and our ability to respond to the world around us.**

From action team meeting

# the role of the vp of education

## vp of ed as second-in-command

### Practicalities

- Support the mentors and make sure they know what their responsibilities are. Resources available are the **Mentor Interest Survey** (item 1163A) and the **Mentor Assignment Notice** (item 1163C). The **Successful Club Series** has an educational speech on **Mentoring**. The presentation includes a **Club Mentor Program Kit** (Item 1163) for starting a mentor program in your club, an outline and a PowerPoint presentation. This material is also available as a digital file.
- See the next slide for some comments on mentoring from members of Morningstars.

# the role of the vp of education

## vp of ed as second-in-command

### What are the benefits of being a mentor?

- Satisfaction in seeing someone improve.
- Building relationships leading to a stronger club.
- Making new discoveries about the **Toastmaster** program.

### What are the qualities of a good mentor?

- They know how to ask questions to draw out innate abilities.
- They attend regularly and sit with their mentee.
- They have a positive attitude and worldview.
- They provide structures for evaluation.
- They are open and available.

The time between joining and giving the Icebreaker speech is a vulnerable time.

A mentor helps the new member get started as soon as possible with the Icebreaker.

From action team meeting

# the role of the vice president of membership

the bridge from guest to new  
member

contribution by  
sharon langenberg

# the role of the vp of membership

## vp of membership

### Question One

What are the top five things that are important in your role as Vice President of Membership?

1. **To provide a welcoming atmosphere** for guests when they walk through the door for the first time.
2. **To carefully listen** to each individual in order to discover what their interest in **Toastmasters** is, and to answer any questions they may have about how Morningstars could help them reach their personal goals.
3. **To follow up with guests** with either a phone call or an email.

# the role of the vp of membership

## vp of membership

### Question One

What are the top five things that are important in your role as Vice President of Membership?

4. **To help establish a connection** between the new member and the other members so that they are quickly and smoothly integrated into the culture of the club.
5. **To continue to develop my own personal** skills in leadership and communication so that I can be a model for new members.

# the role of the vp of membership

## vp of membership

### Question Two

What are the top five indicators of your success as Vice President of Membership?

1. **Guests feel welcomed** and have a positive experience at our weekly meeting.
2. **New members have a basic understanding** of the **Leadership** and **Communication** manuals as well as the **Toastmaster Recognition Program**.
3. **New members are committed** to attending meetings regularly and participating in the program.

# the role of the vp of membership

## vp of membership

### Question Two

What are the top five indicators of your success as Vice President of Membership?

4. **New members are improving** weekly in their learning, participation and personal development.
5. **New members are inviting others** in the community to come to **Morningstars** as a guest.

# the role of the vp of membership

## vp of membership

“My main task as the **VP Membership** is to be the first point of contact for individuals who enter the meeting room for the very first time.

Happily, **Morningstars Toastmasters** is made up of friendly, caring members so often a guest is warmly welcomed before I as **VP Membership** can even get to the guest! But if we had a club whose members weren't so inclined, my responsibility and focus would be to step forward and welcome a new face with warmth and sincerity.

Another part of my role is to answer their questions in a fashion that would lead them to want to become a member. Many times joining does not happen immediately so I see it as my responsibility to continue to follow up with the guest until they make a decision whether to join.”

**Sharon Langenberg, VP Membership, 2013-2014**

# the role of the vp of membership

## vp of membership

### Practicalities

- Maintain an attendance tracking sheet.
- Call or email members who have been absent.
- Welcome visitors and encourage them to sign the guest book.
- Take the guest book home in order to follow up with guests with either a phone call or an email.

# the role of the vp of membership

## vp of membership

### Practicalities

- Set up an appointment to meet with guests who want to become members, fill out the registration form, collect the payment, and submit it to the **Treasurer**.
- Set up new members on **Turbobase**.
- Verify that new members have received their initial email from **Toastmasters International** and help them get into the site as needed.

### Turbobase

1. Login
2. Click on Members
3. Click on Add New Member.
4. Add details from the membership application.
5. Save by clicking on box at the bottom.

# the role of the vp of membership

## vp of membership

### Practicalities

- Connect each new member with the **VP of Education** so they can be assigned a mentor.
- Assemble and maintain **New Member Kits**.
- On behalf of the executive, prepare a Welcome card for the new member's induction.
- Connect and collaborate with the **VP of PR** to schedule Open House/Breakfast or other special events that will attract possible new membership.

### New Member Kit

CC Manual

CL Manual

Instructions for  
Turbobase

Membership Application  
Instructions for Blog

# the role of the vice president of public relations

the connection to community  
at large

contribution by judyth shanley

# the role of the vp of public relations

## vp of pr as connection to community

### Question One

What are the top five things that are important in your role as Vice President of Public Relations?

1. **To be out in the community** to make personal contact and invite members of the community to come to a meeting. Such contact needs to be continuous.
2. **To provide community outreach** so that **Morningstars** members model leadership and communication skills and provide a recognized service and resource in the community for non members.

# the role of the vp of public relations

## vp of pr as connection to community

### Question One

What are the top five things that are important in your role as Vice President of Public Relations?

3. To help non members understand the **Toastmasters** brand and that they can develop personal and professional goals for business and life even if they don't want to speak as a career.

4. To develop a "softer" entry for guests who arrive at their first meeting, so the **VP of Membership** is not totally responsible and so guests feel they are part of **Morningstars** before they cross the threshold.

# the role of the vp of public relations

## vp of pr as connection to community

### Question One

What are the top five things that are important in your role as Vice President of Public Relations?

5. To be a articulate, welcoming, professional first impression of Morningstars at outside events such as the Chamber of Commerce, the Public Library, the Cable Channel, and to devote time to forming teams to facilitate individual community events.

# the role of the vp of public relations

## vp of pr as connection to community

### Question Two

What are the top five indicators of success in your role as Vice President of Public Relations?

1. The community at large has a clear understanding of **Toastmasters** and **Morningstars**, and can see a personal benefit for becoming a member.
2. We have increased **community engagement** and outreach, and that it results in new members adding to the positive tone and culture of the club.

# the role of the vp of public relations

## vp of pr as connection to community

### Question Two

What are the top five indicators of success in your role as Vice President of Public Relations?

3. **There is a buzz** known in the community about the benefits of **Morningstars**.

4. **There is an increase in membership** throughout the year. Membership is also maintained from year to year.

5. **We are able to form community partnerships** and create interesting and exciting events for the general population, that provide a way for people to participate who cannot attend at 7 am.

# the role of the vp of public relations

## vp of pr as connection to community

“It seems to me that my task as **VP of PR** was to extend the front door of **Morningstars** out into the community, and from this open door to personally invite potential members into **Morningstars**.

These places of engagement are accessed through community partnerships via internet, television, radio, public library, Chamber of Commerce, etc.

Once I had my potential membership to the front door of our 7 am morning meeting the **VP of Membership** took over. This was not to say I disengaged at this point, but rather placed myself in a supportive role to membership.

My role was also to see community outreach happening in that space between the 7:15 am **Morningstars** front door and the extended front door in the community.”

**Judyth Shanley, VP PR, 2013-2014**

# the role of the vp of public relations

## vp of pr as connection to community

### Practicalities

- The District 96 website maintains club listings at <http://www.district96.ca/resources/club-listings>. Meeting location and contact information needs to be updated yearly.
- Maintain the toasthost.org site for **Morningstars** at <http://morningstarsbc.toastmastersclubs.org> It requires an admin login (club number) and password (\_\_\_\_\_). Member photo, motto and other club information can be updated yearly.
- Set up a schedule for posts to the blog. The blog is maintained by a member of the club (currently the author of this document), and the address is <https://morningstarsbc.wordpress.com/> Each weekly writer sends the blog post to the webmaster who then adds it to the Wordpress site.

# the role of the vp of public relations

## vp of pr as connection to community

### Practicalities

- Monitor the club gmail address on a regular basis. The email is [morningstarsbc@gmail.com](mailto:morningstarsbc@gmail.com). There is a reply set up which goes out automatically when someone emails us. It can be changed by going to vacation settings and editing the message. Password is: \_\_\_\_\_
- **Gibsons and District Chamber of Commerce** To update the club address and contact information use this link.  
<http://bit.ly/1rGHjyM>
- **Suncoast Central Website Listing** <http://www.suncoastcentral.com/>  
Contact is Dave at [info@suncoastcentral.com](mailto:info@suncoastcentral.com)

# the role of the vp of public relations

## vp of pr as connection to community

### Practicalities

- **Big Pacific Website Listing** <http://www.bigpacific.com> The contact person is [webmaster@bigpacific.com](mailto:webmaster@bigpacific.com)
- Ask members to donate old **Toastmaster** magazines for doctors offices, dentists office, etc. Add information about meeting details and location. Could also add information about **Beachcombers** and **Sunshine Clubs**.
- Optional: hold an event in the spring in the **Gibsons Public Library**. The theme is related to literacy. This event could be timed to coincide with an **Open House Breakfast** meeting. Handouts could include magazines from the back issues donated by members.

# the role of the vp of public relations

## vp of pr as connection to community

### Practicalities

- **Coast Reporter Community Bulletin Board** The contact person for the free community board is Heather Till and her email is [calendar@coastreporter.net](mailto:calendar@coastreporter.net). They do not always put the notice in because of rotation. Monitor it to make sure it's not under Harmony Hall activities. **See next slide for sample listing.**

- **Coast Cable Community Bulletin Board** Contact [memoboard@coastcable.com](mailto:memoboard@coastcable.com)

Listing must be 8 lines x 32 characters (including spaces) on each line. **See next slide for sample listing.**

# the role of the vp of public relations

## vp of pr as connection to community

### Coast Reporter Sample Listing\*

**Morningstars Toastmasters Club:** Speak with confidence, make an impact. Wednesdays, 7 am at Harmony Hall. New members welcome. Info: [www.morningstarbc.wordpress.com](http://www.morningstarbc.wordpress.com) or 604-886-\*\*\*\*

### Coast Cable Sample Listing\*

Transform Your Fear of Public Speaking with Morningstars Toastmasters Club  
686 Harmony Lane, Gibsons  
Every Wednesday at 7 AM  
[www.morningstarsbc.wordpress.com](http://www.morningstarsbc.wordpress.com)  
Come and bring a friend.  
Coffee is always on.

**\*Please note that when Morningstars changes the meeting location and schedule during the summer, these listings need to be changed for July and August and then changed back for Sept.**

# the role of the vp of public relations

## vp of pr as connection to community

### Practicalities

These are a selection of comments made by members to be used for PR purposes.

- "I love to learn and to laugh. Nothing less could get me out of bed at 6:30 am."
- "I joined to increase my self confidence and be more comfortable talking to people."
- "I still get butterflies in front of an audience but now they fly in formation."
- "Someone invited me so I joined and now you should hear me talk about it!"

**Toastmasters  
helps us take more  
initiative in our  
personal lives.**

From action team  
meeting

the roles of secretary,  
treasurer, sergeant-at-  
arms and past president

keeper of records, keeper of  
finances, keeper of the keys,  
and keeper of institutional  
memory

# the role of the secretary

## secretary as keeper of records

### Binder:

Meeting Agendas

Copies of Blog  
Posts

Exec Minutes

Awards  
Presentations

### Morningstars Secretary

The **Secretary** for **Morningstars** maintains a **binder** which is a historical record of the club.

The **Secretary** takes minutes of executive meetings and distributes them to the team.

On occasion, the **Secretary** reminds the club members of social get-togethers such as Wonderful Wednesday or dinner at the Legion.

# the role of the treasurer

## treasurer as keeper of finances

### Member Fees

Member dues to Toastmasters International are due by Sept 30 and Mar 31.

Fee to the club is either \$110 for full amount, or \$65 twice yearly.

The fee for Harmony Hall is \$15 for the year, and \$1 each meeting.

### Morningstars Treasurer

Twice yearly the **Treasurer** pays a fee of \$36 US to **Toastmasters International** for each member. Fees for Harmony Hall are also collected by the **Treasurer**.

The **Treasurer** makes prompt payments to **TI** for new members.

The club's account is at Sunshine Coast Credit Union. There are currently three signatories (Larry Boyd, Katherine Scott, and Sandy Wrightman) and two signatures are required for each cheque.

The **Treasurer** gives a report at each meeting of the executive team.

# the role of the sergeant at arms

## sergeant-at-arms keeper of the keys

The **Sgt at Arms** can also act as Marshall for speech contests, escorting table topics and evaluation contest participants to and from the room.

### Morningstars Sgt at Arms

The **Sgt at Arms** for **Morningstars** holds the key for Harmony Hall and sets up the room for each meeting. Set up includes coffee, tea and water.

The **Sgt at Arms** greets members and guests at the door for each meeting.

The **Sgt at Arms** gives a five minute warning, calls the meeting to order, reminds members to give their CL to an evaluator, and introduces the **Chair** at the beginning of each meeting.

With help from the members, the **Sgt at Arms** also makes sure the room is back in order, lights are off, and door locked at the end of each meeting.

# the role of the sergeant at arms

## past president: institutional memory

The **Past President** is also responsible for the editing and passing on of this document to an incoming executive, the information contained in which will give the new executive a head start in their roles.

### **Morningstars Past President**

The **Past President** for **Morningstars** chairs the nomination committee for the election of officers for the coming year. The election happens in May or June each year.

The **Past President** is an advisor, a resource, and if the executive team is all new or almost all new, provides continuity for the executive team.

The **Past President** attends executive meetings, votes on all motions, and acts in an advisory role.

# conclusion and acknowledgements

final words

# conclusion and acknowledgements

## final words

**Toastmasters is an important part of expanding social contacts and connection.**

From action team meeting

**In Toastmasters, it's safe to be imperfect.**

From action team meeting

Every member of the **Morningstars** executive takes officer training. (RCOT). The training is highly beneficial in two ways.

1. Each member learns the duties of their role as it pertains to all **Toastmaster** clubs.
2. Taking the training helps the club towards achieving **President's Distinguished Club**. (Four of seven officers must take the training twice a year.)

# conclusion and acknowledgements

## final words

**Life is a mirror and will reflect back to the thinker what he or she thinks into it.**

Ernest Holmes

**The first person that I lead is myself.**

Katherine Scott

However, each club has developed its own unique ways of managing the visibility and workings of the club. That is the information in this document.

**Rather than let this manual sit somewhere gathering dust, I'm going to outline a process for helping each successive executive team benefit from the information in it.**

# conclusion and acknowledgements

## final words

### Benefiting from the Manual

1. The document is passed from **Past President** to **Past President** at the end of each **Toastmaster** year. (June 30th)
2. Prior to the first training session of the year, each new member of the executive team is sent a .ppt copy of the document. It's suggested that they read the **introduction and hero's journey**, and then zero in on the information unique to their executive role in **Morningstars**.
3. As the year progresses, new initiatives may develop with some information in the manual no longer applicable. Each executive team member can make notes in the notes section at the bottom of any slide to indicate changes to their role.

# conclusion and acknowledgements

## final words

4. It is likely that these changes will be minimal, so at the end of the toastmaster year, the **Past President** (or designate) can make those changes to the whole document before passing it on to the new team and replacing modified pages in the binder.
5. The document also is a resource for executive meetings when discussing duties of each role.

It is my hope and belief that the manual will provide continuity from year to year, and that updating the document will be much less confusing and time consuming than the time spent gathering the information another way. Each individual can get up to speech quickly and make the role their own without the need to start over completely.

# conclusion and acknowledgements

## final words

There is no end to the hero's journey.

Continued success on your journey wherever it takes you.

With thanks,  
Katherine

### Acknowledgements

I want to thank all members of **Morningstars** for continually inspiring and challenging me. Everyone is my teacher.

I want to particularly thank the members of my guidance team, Johanna Rzepa, Karen Tax, and Sandy Wrightman; and the members of my action team, Sharon Langenberg, PJ Reece, and Judyth Shanley.

You provided me with a rich tapestry of ideas to draw from, and you all helped me focus in on what is most important about this document, and our wonderful **Morningstars**.

I appreciate you.

**Written by Katherine Scott, with contributions by Sharon  
Langenberg, PJ Reece and Judyth Shanley**

**Morningstars Toastmasters Club1248**

**Completed April 15, 2015**