



Being a Club Sponsor

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At the end of the presentation, you will:

- Understand the difference between club mentor, sponsor and coach.
- Understand the different types of clubs.
- Understand what your role of club sponsor encompasses.
- Be able to carry out the steps to chartering a club from cold call to charter.
- Understand the ethics of chartering a club.
- Be aware of some of the common mistakes in chartering a club.
- Practice your planning and execution skills in some case studies.



What is the difference
between Club Mentor,
Sponsor and Coach?





3 Types of Club:

- Community Centres/Public/Open Clubs
- Corporate Clubs
- Institution Clubs (Schools/Non-Profit/Religious)



Role of Club Sponsor:

- Lay the foundations for chartering a new club.
- Bridge identity issues between TI mission/values and organization mission/values.
- Set up initial logistics and administrative framework for the club.



- What will you need to do?
- Preliminary Work
 - Meeting for the First Time
 - Laying out the Chartering Process



Preliminary Work:

- Identify intent of chartering club (who?)
- Identify organization mission and purpose (what?)
- Identify possible entry points (where do I start?)



Meeting for the First Time

- Establish rapport with the point-of-contact and others.
- Establish multiple points-of-contact amidst your Toastmasters circle.
- Establish an early level of commitment





Laying out the Chartering Process

- Calculate cost
- Establish a member's fee – **NEVER MAKE IT FREE**
- Formulate a team that is **WILLING** and **ABLE** to support the club formation





The Ram Prasad DTM Secret Sauce to Club Formation

IDENTIFY

- Key Stakeholders – Influencers
- Decision Maker
- Level of sponsorship
- Role of HR

ORGANISE

- Help to bring all key stakeholders together and share the Toastmasters program
- Provide all relevant information
- Handle objections
- Build Credibility

Secret Sauce

ALIGN

- Build consensus through continuous sharing of information
- Help to build the budget – note to management
- Volunteer to the Single point of contact for all Toastmaster activities (sponsor, Mentor, coordination with TI etc)

DECISIONS

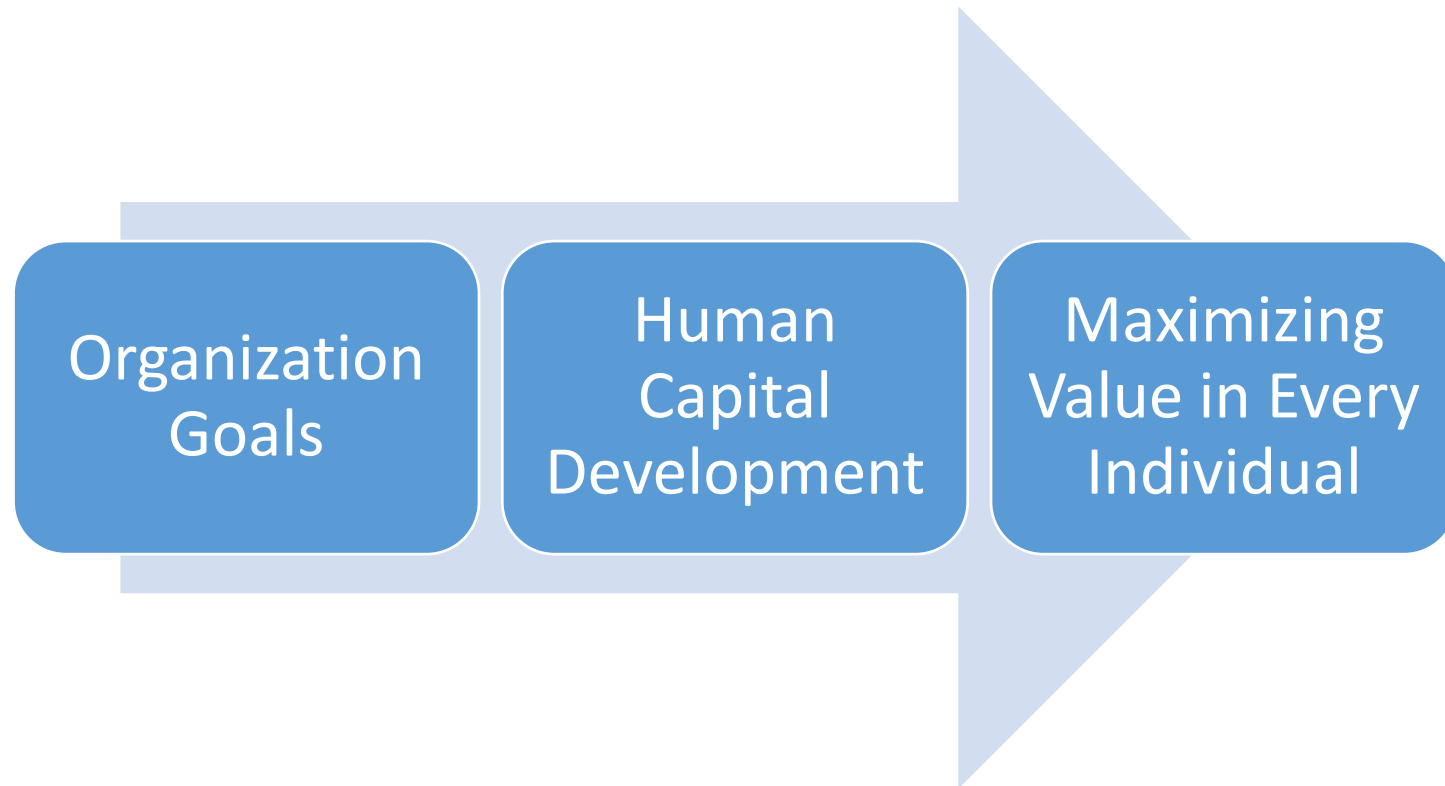
- Help the management make decisions
- Venue, who pays for the meetings, time of meeting, who will be Sponsor, Mentor
- How to run the club? Etc



TI is in the business of human capital development!

- We are dealing in people, not product units.

ONLY COMMIT TO SPONSORING IF YOU HAVE TIME AND ENERGY TO BUILD A RELATIONSHIP WITH THE CLUB AND ITS MEMBERS!





Common Mistakes

- TI goals are not aligned with the organization goals.
- TMC becomes a leech to the organization.
- ROI of TMC not articulated/lost in the midst of chartering.



Case Study A – ABC Pte Ltd

- Lead comes from a sales manager who is a TM in your club.
- Organization deals in the manufacturing of steel products.
- Organization strongly emphasizes on work-life balance.





Case Study B – XYZ Awareness Group

- Non-Profit Organization – Volunteer base of over 200 volunteers, mostly students and elderly.
- Lead came from a member in your TMC who is now President of the organization.
- Organization has lots of events that require emcees.



Case Study C – STU Community Centre

- CC is located in an old estate – mostly elderly in the neighbourhood.
- Lead came from an enquiry by a member within the CCMC group who has heard of Toastmasters as a ‘public speaking’ group.
- CC previously had a TMC 10 years ago. Had to shift out after arguments with the CCMC, and some of the CCMC still remember the incident.



Any Questions?