Objective  
To inspire leaders at the district, division, area, and club levels to strive for club quality, and leadership development. This is achieved by influencing various levels to foster the overall educational growth of club members. Outcomes would be measured regularly and clubs will be incentivized to make further quality improvements.

Incentives Lifecycle

Incentives are going to run on a quarterly basis but nudging clubs on monthly basis and updating leaderboards on monthly basis. Every quarter, we will reset points and start afresh and award incentives to top n clubs. There will be a global leaderboard which will be displayed across all club groups.

Club Groupings

To ensure fairness and equality in our incentive programs, clubs are segmented into four groups based on their size. This approach allows every club—regardless of membership count—to compete on a level playing field, receive recognition tailored to their context, and pursue excellence alongside similar peers. By grouping clubs in this way, the incentive program celebrates diverse strengths and fosters an inclusive, motivating environment for all.

| **Group** | **Club Size** | **Name** | **Description** |
| --- | --- | --- | --- |
| Group 1 | Fewer than 12 | Spark Clubs | Small but full of potential, these clubs are just igniting. |
| Group 2 | 12–20 Members | Rising Stars | Gaining traction, these clubs are building energy and cohesion. |
| Group 3 | 21–40 Members | Powerhouse Clubs | Well-established, these clubs thrive on teamwork and synergy. |
| Group 4 | 41–100 Members | Pinnacle Clubs | Large, vibrant clubs at the peak of influence and activity. |

Three Tiers of Quality Club

Monitor overall quarterly performance, with a monthly focus on achieving faster outcomes.

| Tier Name | Focus Area | Example Achievements | Data Collection |
| --- | --- | --- | --- |
| Pathways Pioneers | Educational Progress | Pathways L1–L5, DTM, Path Completion | TI Dashboard |
| Leadership Innovators | Officer Training & Club Innovation | Officer training, new initiatives, timely submissions | TI Dashboard, Google Forms |
| Excellence Champions | Club Operations & Planning | Club Success Plan execution, admin milestones, district events | TI Dashboard, Google Forms |

Quarterly Incentive System

We can define new goals per tier category and decide their launch time with points. The idea is to make it flexible and interactive each quarter so that clubs strive to achieve these goals and enhance the quality of their club.

## Incentive Tier 1: Pathways Pioneers

*Focus: Educational Progress*

| Goal | Description | Points | Launch Time |
| --- | --- | --- | --- |
| Level 1 Completion | Members complete the first level of a Pathways path, demonstrating foundational skills. Max 4 L1 Completions are counted towards Points. | 100 | Regular |
| Level 2 Completion | Members finish the second level, focusing on learning style and core competencies. Max 2 L2 Completions are counted towards Points. | 200 | Regular |
| Level 3 Completion | Members achieve the third level, developing and applying new communication/leadership skills. Max 2 L3 Completions are counted towards Points. | 300 | Regular |
| Level 4 Completion | Members complete the fourth level with advanced projects and leadership roles. Max 1 L4 Completions are counted towards Points. | 400 | Regular |
| Level 5 Completion | Members finish the fifth level, culminating in high-impact projects and leadership. Max 1 L5 Completions are counted towards Points. | 500 | Regular |
| DTM | Club member becomes a Distinguished Toastmaster. Max 1 DTM Completions are counted towards Points. | 600 | Regular |
| Evaluation Contest | Club hosts an Evaluation Contest and Club members participate in contests and later compete in the area and above. | 100 | Once |
| International Speech Contest | Club hosts an International Speech Contest and Club members participate in contests and later compete in the area and above. | 100 | Once |
| humorous speech Contest | Club hosts a humorous speech Contest and Club members participate in contests and later compete in the area and above. | 100 | Once |
| table topics Contest | Club hosts a table topics Contest and Club members participate in contests and later compete in the area and above. | 100 | Once |
| Triple Crown | Club members complete three levels in one year. Club will be rewarded per member’s achievement | 300 | Yearly. |

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## Incentive Tier 2: Leadership Innovators

*Focus: Officer Training & Club Innovation*

| Goal | Description | Points | Launch Time |
| --- | --- | --- | --- |
| COT Training (All Officers) | All 7 Club officers attend Club Officer Training in the first training season. | 200 | Training Season 1 |
| COT Training (All Officers) | All 7 Club officers attend Club Officer Training in the second training season. | 200 | Training Season 2 |
| Moments of Truth (MOT) | The Club conducts the Moments of Truth module to enhance member experience and club quality and it will be awarded points in Q1 and Q3 separately. | 150 | Q1 and Q3 |
|  |  |  |  |
| Pathways Completion Celebration | Members complete the Path and they are celebrated in the club. Max 2 Submissions per quarter. | 150 | Regular |
| Mentorship Programme | Share how the mentorship programme works at your club and how members are benefitting from that. | 100 | Regular |
| Smedley Distinguished Club | Becoming Smedley Distinguished Club | 1000 | Yearly, Q4 |
| President Distinguished Club | Becoming President Distinguished Club | 500 | Yearly, Q4 |
| Buddy Clubs | Help other small clubs achieve 500 Points. Be a mentor to a rising club and go beyond the wall of your club. | 500 | Quarterly |
| Successful Transition/Handover |  | 200 | Once, Q4 |
| Area Goal : Distinguished Area Status |  | 500 | Yearly, Q4 |
| Area Director : Club Visit Completion |  | 100 | Quarterly |
| Division Goal : Distinguished Division Status |  | 500 | Yearly, Q4 |
| Division Goal : Early Achievement Recognition : | At least 50% of clubs in the division achieve Distinguished status by April 1 | 300 | Yearly, Q4 |

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## Incentive Tier 3: Innovation Ambassadors Goals

*Focus: Club Operations & Strategic Planning*

| Goal | Description | Points | Launch Time |
| --- | --- | --- | --- |
| Club Success Plan Completion | Club completes and actively uses the Club Success Plan for the year. | 200 | July–September |
| First-Time Distinguished Club | Club achieves Distinguished status for the first time. | 200 | As achieved |
| Fast and Furious : Early 10 Distinguished Clubs | Club is among the first ten in the district to achieve Distinguished status. | 750 | April 2026 |
| Timely Submission of Club Goals | Club submits goals and progress updates on schedule during quarterly checks. | 100 | Quarterly Checks |
| Innovative Meeting Themes | Club runs a meeting with a unique theme or format. | 100 | Regular |
| Member Onboarding Program | Club organizes a program or session to onboard and integrate new members effectively. | 150 | Regular |
| 100% Members Pathways Registration | Club makes sure every member is enrolled into pathways. | 100 | Quarterly |
| Share Unique Quality Initiatives | Club shares innovative practices or new ideas to improve quality. | 100 | Every Quarter |

# Challenges

* LLM generated answers
  + Ask people to show evidence through photos as mandatory requirements
  + Attach the photo with a timestamp.
* Successful clubs get huge added advantages in many tiers due to their club size and it will create incentives skewed towards few clubs.
  + Separating clubs of various sizes and enabling a tier system for them so it remains healthy competition.
* Tricking the system by submitting various pathways
  + It is hard to control quality here.
  + Highlighting integrity, respect, excellence and service.
  + It is a fun thing to say. Do it with Integrity.
  + Have a balance of communication.
* Data Challenges
  + Data collection from various sources, assimilating them and finally keeping a global quarterly view.
  + There can be chances of error in calculations so we need to rollback or backups of previous snapshot of data.
* Incentives Distribution : I am not fully aware of this.
* Budget Allocations
* Types of Incentives
* Mass email campaigns - mailchimp access