# **Club Officers’ Guide to Success in the Incentives Program**

## **Introduction**

Welcome to the Club Incentives Program! This guide is designed to help club officers understand how your club can excel by participating in a fair, engaging, and motivating program tailored to different club sizes and progress levels. Following this roadmap will boost club quality, member engagement, and leadership development while maximizing points and recognition.

## **Program Overview**

Program Quality Incentives motivates Toastmasters clubs to improve quality and leadership through a quarterly incentive system, with monthly leaderboards and nudges. Clubs are grouped by member size for fairness, and achievements are tracked across three tiers: educational progress, officer training/innovation, and club operations. Incentives reward milestones like Pathways completions, officer training, contests, and strategic planning.

Your club’s progress is measured through **three achievement tiers**, each focusing on crucial aspects of club development:

| **Tier** | **Focus Area** |
| --- | --- |
| Pathways Pioneers | Educational Progress (Pathways levels, DTM, Awards) |
| Leadership Innovators | Officer Training & Club Innovation |
| Excellence Champions | Club Operations & Planning (Success Plan, Admin Milestones) |

Each tier consists of specific goals clubs can complete to earn points and eventually district-level recognition and cash incentives awards towards room hire or zoom hire or purchase in TI Store.

## **Club Grouping by Size - Ensuring Fairness and Equality**

To guarantee **fair competition and equal opportunity** for all clubs regardless of size, clubs are classified into four groups:

| **Group** | **Club Size** | **Group Name** | **Description** |
| --- | --- | --- | --- |
| Group 1 | Fewer than 16 | Spark Clubs | Small but full of potential, these clubs are just igniting. |
| Group 2 | 17–24 Members | Rising Stars | Gaining traction, these clubs are building energy and cohesion. |
| Group 3 | 25–40 Members | Powerhouse Clubs | Well-established, these clubs thrive on teamwork and synergy. |
| Group 4 | More than 41 Members | Pinnacle Clubs | Large, vibrant clubs at the peak of influence and activity. |

This grouping fosters fairness and encourages clubs to “level up” sustainably.

## **How the Incentive Program Works**

The incentive program operates on a **quarterly cycle**, launching goals aligned to your club’s tier(s) and group. This format keeps the program dynamic, engages clubs regularly, and drives continuous quality improvement.

## **Key Features**

* **Flexible Goal Selection:** Clubs choose goals aligned to their tier and focus areas each quarter.
* **Point Accumulation:** Earn points for each achieved goal; higher-value goals correspond with more significant impact.
* **Incentives and Recognition:** Points translate into cash incentive awards towards room hire or zoom hire or purchase in TI Store, public recognition and motivation.
* **Additional Recognition:** 
  + 7/7 officers trained will also be club officer pins
  + ⁠Distinguished toastmasters would also be awarded DTM pins
  + ⁠Triple Crown award winners will be awarded Triple Crown pins

## **Detailed Tier Goals and How to Earn Points**

## **Tier 1: Pathways Pioneers (Educational Progress)**

| **Goal** | **Description** | **Points** |
| --- | --- | --- |
| Level 1 Completion | Complete Pathways Level 1 | 10 |
| Level 2 Completion | Complete Pathways Level 2 | 20 |
| Level 3 Completion | Complete Pathways Level 3 | 30 |
| Level 4 Completion | Complete Pathways Level 4 | 40 |
| Level 5 Completion | Complete Pathways Level 5 | 50 |
| Distinguished Toastmaster (DTM) | Achieve DTM status | 60 |
| Table Topics Contest | Clubs conduct Table Topics Contest | 15 |
| Evaluation Contest | Clubs conduct Evaluation Contest | 15 |
| Humorous Speech Contest | Clubs conduct Humorous Speech Contest | 15 |
| International Speech Contest | Clubs conduct International Speech Contest | 15 |

## **Tier 2: Leadership Innovators (Officer Training & Innovation)**

| **Goal** | **Description** | **Points** |
| --- | --- | --- |
| COT Training Round 1 (All Officers) | All 7/7 Club Officers Trained in Round 1 | 20 |
| COT Training Round 2 (All Officers) | All 7/7 Club Officers Trained in Round 2 | 20 |
| Moments of Truth (MOT) Round 1 | Conduct and submit feedback from MOT Round 1 | 10 |
| Moments of Truth (MOT) Round 2 | Conduct and submit feedback from MOT Round 2 | 10 |
| Pathways Completion Celebration | Celebrating pathways completion for members | 10 |
| Mentorship Programme | Successful mentorship programme or participation in mentor buddy programme | 10 |
| Presidents Distinguished Club | Becoming Presidents Distinguished Club | 50 |
| Smedley Distinguished Club | Becoming Smedley Distinguished Club | 100 |
| Distinguished Club Partner | Helping smaller clubs to become distinguished | 50 |
| Successful Transition/Handover | Successful handover to new committee | 20 |

## **Tier 3: Excellence Champions (Operations & Planning)**

| **Goal** | **Description** | **Points** |
| --- | --- | --- |
| Club Success Plan Completion | Submit strategic club success plan | 20 |
| First-Time Distinguished Club | Achieve Distinction for first time | 20 |
| Early 10 Distinguished Clubs | Be among first 10 clubs to reach Distinguished status | 30 |
| Share Unique Quality Initiative for, e.g. Speakathons, Meeting Themes | Share Unique Quality Initiative for, e.g. Speakathons, Meeting Themes | 15 |
| 100% Members Pathways Registration | All Members are on Pathways | 10 |
| New Member Onboarding Program | Run onboarding for new members | 10 |

## **Additional Key Program Goals**

* **Mentorship Programme:** Participate in Mentor Buddy Program or share your successful mentorship programme at your club.
* **Successful Transition/Handover:** Ensure smooth transfer of club leadership with clear planning and materials.
* **Contests Completion:** Hold club-level contests, recording highlights and winners.
* **Moments of Truth Submission:** Collect member and guest feedback to identify club strengths and improvement areas.

## **How to Participate and Submit**

## **Step 1: Plan Your Goals**

* Assess your club’s current status and focus on goals aligned to your tier and size group.
* Review the quarterly goal launches and select targets your club can realistically achieve.

## **Step 2: Take Action**

* Implement your goals through club meetings, officer leadership, and member engagement.
* Use training and district resources to support your efforts.

## **Step 3: Document and Submit**

* Collect necessary data and stories as you progress (e.g., contest winners, training attendance).
* Submit forms on time via TI Dashboard, Google Forms, or district reporting tools based on each goal’s instructions.
* Deadlines are critical—ensure timely submissions to qualify for points and badges.
* You can also submit these details in your club success plan.

## **Step 4: Track and Celebrate**

* Monitor your points and badges through dashboards and district updates.
* Celebrate milestones with members to build motivation.

## **Tips for Club Officers to Succeed**

* **Engage All Members:** Involve the entire club, not just officers, in achieving goals.
* **Set Clear, Realistic Targets:** Base goals on your club’s strength and size group.
* **Communicate Regularly:** Keep members informed on progress and celebrate wins.
* **Embrace Innovation:** Share your unique ideas for member engagement and quality improvements.
* **Prioritize Training and Mentorship:** Well-trained officers and supported members drive club success.
* **Maintain Accurate Records:** Document everything carefully to simplify submissions.
* **Prepare Early:** Begin planning goals and submissions well before deadlines.

## **Further Details**

You can always go to the website and check out [incentives programs](https://d91toastmasters.org.uk/members/resources/incentives-2025-26/) in detail and checkout leaderboard [here](https://d91toastmasters.org.uk/incentives-leaderboard/)

## **Final Words**

This incentives program is a **powerful tool to raise club quality, member growth, and leadership excellence in a fair and motivating environment**. By understanding the tiered structure, submission process, and available goals, club officers can strategically lead their clubs to achieve Distinguished status and beyond.

Together, let’s forge a **path of quality, innovation, and success** for all clubs, no matter their size or journey stage.

**Summary Script:**

The Club quality Incentives Program is a structured, fair and motivating roadmap designed to help Toastmasters clubs of all sizes achieve excellence through education, leadership and strong operations. With clubs grouped by size for equal opportunity, the program runs on a quarterly cycle where clubs achieve goals across three tiers Pathways Pioneers (educational progress), Leadership Innovators (officer training and innovation) and Excellence Champions (operations and planning).

By earning points through milestones such as Pathways completions, officer training, contests, mentorship and success planning; clubs gain recognition, pins and cash awards for room hire, Zoom hire or TI Store purchases. With clear steps for planning, submission and celebration, this program empowers club officers to engage members, foster innovation and maintain sustainable growth, ultimately leading clubs to Distinguished status and long-term success.