



MAKING A DIFFERENCE AS AREA DIRECTOR



As area director, you serve as the direct liaison between the district and the clubs. Area directors conduct club visits twice a year within their respective areas to understand and support club needs. In turn, these visits help district leaders understand how to support and meet the needs of each club. It is important that area directors have the support they need to serve clubs. The success of the district depends on it. One of your primary goals as area director is to ensure that each club achieves its mission and fulfills its responsibilities to its members. To achieve this, you coordinate area activities, set area goals, and assist in the training of club leaders. Your first resource directly related to managing the area is the:

[District Leadership Handbook](#)

As area director, I recommend you assemble an 'Area Director Kit': a portable file carrying case (plastic) that contains items useful at any and every district function: training, contests, conferences, or visits. This would consist of the district leadership handbook mentioned above; all the Club Officer manuals (in case you or another Toastmaster might have to conduct training with little notice); a gavel, flag, contest rulebook, timing cards (or red, green yellow file folders), a stop watch, thumb tacks, tape, an extension cord, CC and CL manuals, contest judging forms, district calendar, and a list of all district officers (with addresses, phone numbers and emails). And here are some links to some very valuable resources:

[Area Club Visits](#)

[Attract and Retain New Members](#)

[Area and Division Governor Training](#)

[Distinguished Division Program](#)

[Distinguished District Program](#)

[Area Governor of the Year](#)

[Features, Benefits and Values Chart](#) [How to Build a Toastmasters Club](#)

[How to Rebuild a Toastmasters Club](#)

[Marketing Flier](#)

[Membership Building Contests](#)

[Membership Building Kit](#)

[Membership Growth](#)

[Pathways](#)

[Portable File](#)

[Club Building Strategy Guide for Districts](#)

[Training Materials](#)

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