

 District
Success Plan



TOASTMASTERS
INTERNATIONAL

**DISTRICT SUCCESS PLAN
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Distribution: One copy of the District Success Plan Matrix and worksheets to district governor, lt. governors, international directors. One copy of the District Success Plan Matrix must be submitted to WHQ no later than September 30 in order to qualify for the Distinguished District Program.



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SECTION I Introduction

PLAN TO BE SUCCESSFUL

Your top priority as a district officer is to ensure that your district achieves its Distinguished District goals and becomes a Distinguished District. No other district activity is more important. District success is measured by whether the district is Distinguished at year-end.

Many factors contribute to achieving Distinguished District. One of the most important is planning. Becoming a Distinguished District doesn't just happen: It requires a systematic approach to achieving the district mission. The District Success Plan serves as the **strategic plan** for your district leadership year and is also a guide for other district leaders.

The District Success Plan requires strategic thinking and planning by district leaders. The plan identifies specific goals the district needs to achieve in order to become a Distinguished District. The planning process includes establishing timelines, assigning responsibility, determining financial and other resource needs, tracking progress and making adjustments when needed.

The planning process is just as important as the plan itself. The planning process not only identifies what the district must do in order to be Distinguished, it builds trust, opens communication and keeps district team members focused. The district trio are responsible for producing the District Success Plan, but the planning process should not be limited to just these officers. Ask division and area governors for input and for their commitment to achieve President's, Select or Distinguished Division/Area goals.

To be successful, volunteer leaders must review their District Success Plan frequently. Evaluating progress is essential. Even the most alert leadership cannot produce a planning document and then expect it to be used without regular updating and review. Ongoing review of goals and evaluation of progress toward achieving those goals are keys to success.

STAY FOCUSED ON THE DISTRICT MISSION

The district mission is the benchmark for district growth. Based on the mission of Toastmasters International, the district mission provides direction for goal setting, prioritizing goals and meeting the needs of Toastmasters clubs and members.

The district's mission is to enhance the performance and extend the network of clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- Focusing on the critical success factors as specified by the district educational and membership goals.
- Ensuring that each club effectively fulfills its responsibilities to its members.
- Providing effective training and leadership development opportunities for club and district officers.

Successful districts direct volunteer efforts and resources toward achieving the Distinguished District goals for club, membership and educational growth. A good Success Plan clearly focuses on prospecting for and establishing new clubs, emphasizes membership growth in existing clubs and directs resources toward helping clubs achieve and maintain quality club programming (measured by CCs and ACs).

When putting together a plan, keep the district mission in the forefront. Only goals and strategies which contribute to achieving Distinguished District should be included in the plan. If a district activity will not help achieve the district mission and help the district become a Distinguished District, then eliminate it or consider it a low priority item.

PREPARING YOUR DISTRICT SUCCESS PLAN

The District Success Plan is a tool that can actualize your vision of district success. You and your district team must create a vision of district success, one which paints an inspiring picture of what the district team will achieve during the year. This vision should be based on the district mission and the Distinguished District Program. Your district vision should contribute towards more people experiencing the benefits of Toastmasters. It should encourage others to participate in achieving district goals by appealing to their values.

The district governor and It. governors must work together to determine goals the district will need to achieve in order to be Distinguished. The district governor has overall responsibility for plan development. However, the District Success Plan is divided into three sub-plans shown on the yellow plan matrix. Each district leader is responsible for developing these sub-plans as follows:

Marketing Plan. The It. governor marketing is primarily responsible for the development and implementation of the Marketing Plan. It includes goals and action steps for building new clubs, membership growth and rebuilding low-member clubs.

Education and Training Plan. The lt. governor education and training is primarily responsible for developing and implementing education and training. The Education and Training Plan includes goals and action steps for CCs, ACs, CLs, ALs and DTM awards, club officer training, division and area governor training and the Distinguished Club Program.

District Team Success Plan. In addition to overall responsibility for developing and implementing the entire District Success Plan, the district governor is primarily responsible for this sub-plan. The District Team Success Plan includes goals and action steps for Distinguished Areas, Distinguished Divisions, area governor visits and other activities which have an impact on achieving Distinguished District.

The documents included in the District Success Plan are *planning worksheets*. On these worksheets your district team develops and records the strategies that will achieve the district's goal. Blue planning worksheets are provided for the Marketing Plan; pink planning worksheets for the Education and Training Plan; and green planning worksheets for the District Team Success Plan.

1.1 MARKETING PLAN – BUILDING NEW CLUBS

District Goals. List the minimum goal for Distinguished District and consider setting a higher goal for the district which may result in the district receiving Select or President's Distinguished District recognition.

Turning Leads into Clubs. In this section you can list leads and the progress toward turning those leads into clubs. Also included is a place to list any potential expenses associated with club building, if appropriate.

Increasing Club Leads. It is important to work leads, but it is just as important to keep those leads coming in. List here efforts the district will make to get more club leads, including timetables, who is responsible, resources, related expenses and the budget line item for the expense and any follow-up or adjustments that may need to be made.

1.2 MARKETING PLAN – MEMBERSHIP GROWTH

District Goals. List the minimum goal for Distinguished District and consider setting a higher goal for the district which may result in the district receiving Select or President's Distinguished District recognition.

Dues Renewals. Determine the action steps the district will take to ensure clubs submit dues renewals on time in October and April.

Membership Payments: Monthly Goals/Progress. List here the district's monthly goals for membership payments. Space is also provided to track progress monthly.

Membership Goals in the Distinguished Club Program. List here the district's monthly goals for clubs achieving four new members and four more new members in the DCP. The worksheet also provides space to track progress. Also list in this section action steps the district will take to promote these two goals and the DCP 20-plus member or five member net gain requirements. Include timeline, responsibility, resources needed, related expenses and the budget line item for the expense and any follow-up or adjustments that may need to be made.

1.3 MARKETING PLAN – CLUB COACHES/REBUILDING LOW-MEMBER CLUBS

Identify the number of clubs with 12 or fewer members and list the clubs on the table. Enter a date by which a coach will be assigned. When assigned, list the coach name and when the appointment was sent to World Headquarters. Space is provided to track DCP progress.

2.1 EDUCATION AND TRAINING PLAN – CCs

District Goals. List the minimum goal for Distinguished District and consider setting a higher goal for the district which may result in the district receiving Select or President's Distinguished District recognition.

CC Goals in the Distinguished Club Program. List here the district's monthly goals for clubs achieving two CCs and two more CCs in the DCP. The worksheet also provides space to track progress. Also list in this section the action steps the district will take to promote these two goals. Include timeline, responsibility, resources needed, related expenses and the budget line item for the expense and any follow-up or adjustments that may need to be made.

2.2 EDUCATION AND TRAINING PLAN – ACs

District Goals. List the minimum goal for Distinguished District and consider setting a higher goal for the district which may result in the district receiving Select or President's Distinguished District recognition.

AC Goals in the Distinguished Club Program. List here the district's monthly goals for clubs achieving one AC and one more AC in the DCP. The worksheet also provides space to track progress. Also list in this section the action steps the district will need to take to promote these two goals. Include timeline, responsibility, resources needed,

related expenses and the budget line item for the expense, including any follow-up or adjustments that would need to be made.

2.3 EDUCATION AND TRAINING PLAN – LEADERSHIP AWARDS

District Goals. List the district goal for Competent Leader, Advanced Leader and Distinguished Toastmaster awards in the Distinguished District Program. Points are awarded to districts based on the number of awards achieved.

Leadership Award Goals in the Distinguished Club Program. List here the district's monthly goals for clubs achieving leadership awards in the DCP. The worksheet also provides space to track progress. Also list in this section the action steps the district will take to promote these two goals. Include timeline, responsibility, resources needed, related expenses and the budget line items for the expenses and any follow-up or adjustments that may need to be made.

2.4 EDUCATION AND TRAINING PLAN – TRAINING CLUB OFFICERS

District Training Goals. List the district goals for the number of clubs that train four or more club officers for the first and second rounds of training.

Training Objectives. List the dates for achieving training objectives. Also estimate the costs related to obtaining these objectives and indicate the appropriate budget line items.

2.5 EDUCATION AND TRAINING PLAN – TRAINING DIVISION AND AREA GOVERNORS

District Training Goals. Districts must train individuals in at least 85 percent of its division and area governor positions. For example, if the district has 20 division and area governor positions, the district must train 17 officers to meet the minimum goal. If only 17 of the offices are filled, the district still must train all 17 people.

Training Objectives. List the dates for achieving training objectives. Also estimate the costs related to obtaining these objectives and indicate the appropriate budget line items.

3.1 DISTRICT TEAM SUCCESS PLAN – DISTINGUISHED CLUBS

District Goals. List the district goal for Distinguished, Select Distinguished and President's Distinguished Clubs. Points are awarded to districts based on the number of awards achieved.

DCP Goals. Set goals and track progress on the number of clubs that achieve five, seven and nine or more goals in the Distinguished Club Program. Also list in this section the action steps the district will take to promote achieving DCP goals. Include timeline, responsibility, resources needed, related expenses and the budget line item for the expense and any follow-up or adjustments that may need to be made.

3.2 DISTRICT TEAM SUCCESS PLAN – DISTINGUISHED DIVISIONS AND AREAS

District Goals. List here the district's point goal in the Distinguished District Program. Also set goals for the number of Distinguished, Select Distinguished and President's Distinguished Divisions and Areas.

Distinguished Area Program Goals. Set monthly goals and track progress for goals in the Distinguished Area Program.

Action Steps. List in this section the action steps the district will take to ensure each area and division is Distinguished or better. Include timeline, responsibility, resources needed, related expenses and the budget line item for the expense and any follow-up or adjustments that may need to be made.

DISTRICT SUCCESS PLAN DEADLINE

Only a copy of the District Success Plan Matrix must be submitted to World Headquarters by September 30 for the district to be eligible to participate in the Distinguished District Program.

The district also must send a copy of the complete plan (Matrix and Worksheets) to its International Directors.

BUDGET TO ACHIEVE DISTRICT HIGH PERFORMANCE PLAN GOALS

All district funds, regardless of the source of those funds, are Toastmasters International funds. This money is entrusted to the district so it can carry out its mission and achieve the major goals of the organization.

Your budget should match the use of funds against what your District Success Plan proposes to achieve. The budget should focus on achieving the district mission and Distinguished District Program goals. The more important the goal, the more support it should receive when developing a budget. Funds are to be used by districts in ways which benefit the clubs and members of Toastmasters International within the district, specifically to promote educational growth, increase membership in clubs and establish new clubs.

PROMOTE ACHIEVING DISTINGUISHED DISTRICT, DIVISION, AREA, AREA GOALS AND PUT THE DISTRICT SUCCESS PLAN INTO ACTION!

Publicize the District Success Plan and Distinguished District Program goals throughout your district. Review the plan with your district officers and incorporate it into training. Let members know that achieving Distinguished District Program goals and Distinguished Club, Area and Division Program goals mean more people are experiencing the benefits of the Toastmasters program.

SECTION II

DISTRICT SUCCESS PLAN

**TOASTMASTERS INTERNATIONAL
DISTRICT SUCCESS PLAN MATRIX
DISTRICT # _____**

DISTRICT GOVERNOR:

PLAN MATRIX DISTRIBUTION: Submit to World Headquarters no later than September 30 for credit in the Distinguished District Program. E-mailed (districts@toastmasters.org) or fax to (949-858-1207)

PLAN MATRIX AND WORKSHEET DISTRIBUTION: District Governors, Lt. Governors, District Executive Committee, International Directors

SUBJECT: Major Objectives

Objectives	Number	Distinguished District Program Goals	Current Year District Goals	Year 2 District Goals	Year 3 District Goals
MARKETING:					
Building New Clubs	1.1				
Membership Growth	1.2				
Rescuing Low-Member Clubs/ Club Coaches	1.3				
EDUCATION & TRAINING:					
CCs	2.1				
ACs	2.2				
CLs, ALs, DTMs	2.3				
Training Club Officers	2.4				
Training Division & Area Governors	2.5				
DISTRICT TEAM SUCCESS:					
Distinguished Clubs	3.1				
Distinguished Divisions and Areas	3.2				

If sending by mail, please sign and date below

District Governor _____

Lt. Governor Education & Training _____

Lt. Governor Marketing _____

Date _____

**TOASTMASTERS INTERNATIONAL
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PLANNING WORKSHEET**

Objective: 1.2 Marketing Plan - Membership Growth

District Goal:
October Club Dues Renewals By Oct. 10 Goal:

Minimum Dues Payments Goal for Distinguished District:

Action Steps to Ensure Clubs Submit October Dues by October 10	Timetable		Responsibility	Resources	Budget Amount and Line Items	Follow-up/ Adjustments
	Start	Complete				

April Club Dues Renewals By April 10 Goal:

Action Steps to Ensure Clubs Submit April Dues by April 10	Timetable		Responsibility	Resources	Budget Amount and Line Items	Follow-up/ Adjustments
	Start	Complete				

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Membership Payments

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Membership payments												
Actual Totals (fill in at month end)												

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Clubs Achieving 4 New Members In DCP												
Actual Totals (fill in at month end)												

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Clubs Achieving 4 More New Members In DCP												
Actual Totals (fill in at month end)												

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Goal For Clubs With Net Gain Of 5 Members Or Membership At 20+ in DCP By June 30:

Action Steps To Promote 4 New Members, 4 More New Members, and a Net Gain Of 5 Members or 20-Plus Membership	Timetable		Responsibility	Resources	Budget Amount and Line Items	Follow-up/ Adjustments
	Start	Complete				
Promote TI Annual Membership Program						
Promote TI Smedley Award Program						
Promote TI "Talk Up Toastmasters" Program						
Promote TI "Beat the Clock" Program						

**TOASTMASTERS INTERNATIONAL
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Objective: 1.3 Marketing Plan –Club Coaches/Rebuilding Low-Member Clubs

Clubs with 12 or fewer members:

Clubs with 12 or fewer members are entitled to be assigned a Club Coach. If the coach can motivate the club to achieve Distinguished Club recognition or better, he/she receives credit toward achieving the Advanced Leader Award.

Club With 12 Members Or Less (Club Name/Number)	Assign Coach by (enter date)	Coach Name (as assigned)	Send Appointment to World Headquarters	DCP Goals Achieved by Sept 30*	DCP Goals Achieved by Dec. 31*	DCP Goals Achieved by March 31*	DCP Goals Achieved by May 31*

*Enter achievements on this date.

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PLANNING WORKSHEET**

Objective: 2.1 Education & Training Plan - CCs

District Goal:

Minimum CC Goal for Distinguished District:

Clubs Achieving 2 CCs in DCP

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Clubs Achieving 2 CCs												
Actual Totals (fill in at month end)												

Clubs Achieving 2 More CCs in DCP

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Clubs Achieving 2 More CCs												
Actual Totals (fill in at month end)												

Action Steps to Ensure Clubs Achieve 2 CCs and 2 More CCs	Timetable		Responsibility	Resources	Budget Amount and Line Items	Follow-up/ Adjustments
	Start	Complete				

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PLANNING WORKSHEET**

Objective: 2.2 Education & Training Plan - ACs

District Goal:

Minimum AC Goal for Distinguished District:

Clubs Achieving 1 AC in DCP

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Clubs Achieving 1 AC												
Actual Totals (fill in at month end)												

Clubs Achieving 1 more AC in DCP:

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Clubs Achieving 1 More AC												
Actual Totals (fill in at month end)												

Action Steps to Ensure Clubs Achieve 1 AC and 1 More AC in DCP	Timetable		Responsibility	Resources	Budget Amount and Line Items	Follow-up/ Adjustments
	Start	Complete				

**TOASTMASTERS INTERNATIONAL
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PLANNING WORKSHEET**

Objective: 2.3 Education & Training Plan – Leadership Awards

District Goal (total CL, AL and DTM awards) for achieving points in the Distinguished District Program:

Clubs Achieving 1 CL in DCP

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Clubs Achieving 1 CL												
Actual Totals (fill in at month end)												

Clubs Achieving 1 More CL in DCP

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Clubs Achieving 1 More CL												
Actual Totals (fill in at month end)												

Goal: Clubs Achieving 1 AL/DTM in DCP

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Clubs Achieving 1 AL/DTM												
Actual Totals (fill in at month end)												

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Goal: Clubs Achieving 1 More AL/DTM in DCP

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Clubs Achieving 1 More AL/DTM												
Actual Totals (fill in at month end)												

Action Steps to Ensure Clubs Achieve 1 CL, 1 More CL, 1 AL/DTM and 1 More AL/DTM	Timetable		Responsibility	Resources	Budget Amount and Line Items	Follow-up/ Adjustments
	Start	Complete				

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Objective: 2.4 Education & Training Plan - Training Club Officers

District Goal for number of clubs having 4 or more officers trained, first session:

District Goal for number of clubs having 4 or more officers trained, second session:

Objective	First Round of Training Sessions (June 1 – August 31) Enter Dates Objectives Will Be Completed	Second Round of Training Sessions (Dec. 1 – Feb. 28) Enter Dates Objectives Will Be Completed
Set training dates		
Select sites		
Promotion dates/media		
Select trainers		
Order training materials		
Prepare visual aids		
Prepare session leaders		
Submit completed Club Officer Training online for first round of training to members.toastmasters.org by Sept. 30		
Send completed Club Officer Training online for first round of training to members by March 31 members.toastmasters.org		
Budget Amount and Line Items		

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Objective: 2.5 Education & Training Plan - Training Division & Area Governors

District Goal:

Minimum Training Goal for Distinguished District: 85% of Division/Area Governor positions

Objective	Enter Dates Objectives Will Be Completed
Set training date(s)	
Select site(s)	
Promotion dates/media	
Select trainers	
Order training materials	
Prepare visual aids	
Prepare session leaders	
Send completed Division and Area Governors Training Reports to World Headquarters to districts@toastmasters.org no later than Sept. 30 to qualify for the Distinguished District Program. The forms	

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are accessible online at members.toastmasters.org	
Budget Amount and Line Items	

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Objective: 3.1 District Team Success Plan - Distinguished Clubs

District Distinguished Club Goal for achieving points in the Distinguished District Program:

Goal for Distinguished Clubs (Achieving 5-6 DCP goals):

Goal for Select Distinguished Clubs (Achieving 7-8 DCP goals):

Goal for President's Distinguished Clubs (Achieving 9-10 DCP goals):

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Goal: Total Clubs Achieving 5 or More DCP Goals												
Actual Totals (fill in at month end)												

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Goal: Total Clubs Achieving 7 or more DCP Goals												
Actual Totals (fill in at month end)												

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Goal: Total Clubs Achieving 9 or More DCP Goals												
Actual Totals (fill in at month end)												

(DCP requirement of a net gain of five members or 20+ membership at June 30 is addressed in Marketing Plan 2.2, Membership Growth)

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Action Steps to Promote Achievement of 5 or More DCP Goals	Timetable		Responsibility	Resources	Budget Amount and Line Items	Follow-up/ Adjustments
	Start	Complete				

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PLANNING WORKSHEET**

Objective: 3.2 District Team Success Plan - Distinguished Divisions and Areas

District's Distinguished Area Goal for points in the Distinguished District Program:

Goal: Number of Distinguished Areas:

Goal: Number of Select Distinguished Areas:

Goal: Number of President's Distinguished Areas:

Goal: Number of Distinguished Divisions:

Goal: Number of Select Distinguished Divisions:

Goal: Number of President's Distinguished Divisions:

Distinguished Area Program Goals

	Oct.	Nov.
Monthly Goals: Areas with October Club Dues Renewals by November 15		
Actual Totals (fill in at month end)		

	April	May
Monthly Goals: Areas with April Club Dues Renewals by May 15		
Actual Totals (fill in at month end)		

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Number of Areas Achieving CC Goal												
Actual Totals (fill in at month end)												

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	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Number of Areas Achieving AC Goal												
Actual Totals (fill in at month end)												

	April	May	June
Monthly Goals: Number of Areas Achieving 60% or More Distinguished Clubs			
Actual Totals (fill in at month end)			

	July	Aug.	Sept.	Oct.	Nov.	Dec.
Monthly Goals: Total Number of Areas Achieving Area Visits Goal (First Round of Visits)						
Actual Totals (fill in at month end)						

	Jan	Feb	Mar	April	May	June
Monthly Goals: Total Number of Areas Achieving Area Visits Goal (Second Round of Visits)						
Actual Totals (fill in at month end)						

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	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Number of Areas Achieving 60% of Clubs with 20 or More Members												
Actual Totals (fill in at month end)												

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
Monthly Goals: Total Number of Areas with a Net Gain of One or More Paid Clubs												
Actual Totals (fill in at month end)												

Action Steps to Ensure Each Area is Distinguished or Better and to Ensure Each Division is Distinguished or Better	Timetable		Responsibility	Resources	Budget Amount and Line Items	Follow-up/ Adjustments
	Start	Complete				