

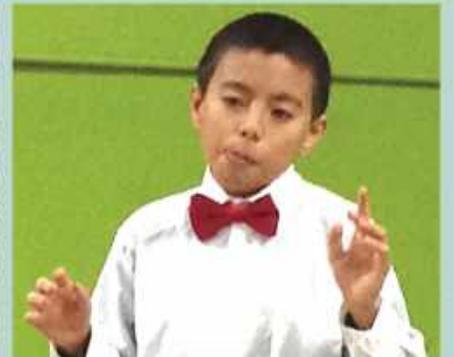
This belongs to _____



Speakers League

Chairperson's Club Launch Guide

First Edition





CHAIRPERSON'S CLUB LAUNCH GUIDE

TABLE OF CONTENTS

PART 1 - GETTING STARTED

ABOUT SPEAKERS LEAGUE

What is Speakers League?	1
What Speakers League is Not	2
What do Speakers League Members Learn?	2

TYPICAL MEETINGS

Room Set-Up	4
Standard Meeting Timing	4
What Happens at a Typical Meeting?	5
Name Cards	6
Meeting Supplies	6

THE ROLE OF THE CLUB CHAIRPERSON

The Chairperson's Typical Tasks	8
Chairperson's FAQs	10

FINANCIAL AND ADMINISTRATIVE CONSIDERATIONS

How Much to Charge for Club Dues	15
How Many Members, and How Often to Meet	15
Where to Hold Club Meetings	16
Scheduling	17

PROMOTING YOUR CLUB

18

PART 2 - FIRST MEETINGS

THE FIRST MEETING(S)

Fast Start	26
Gradual Start	26
Lesson Plan 1	27
Lesson Plan 2	29
Lesson Plan 3	31
Introduction Worksheet	32
Word of the Day	33
Timing for Activity	34
GTKY Worksheet	35
Timekeeper Form	36
Story Cards	37
Wordmaster Form	41
Voting Slips	42
Evaluator Form	43
Best Impromptu Ribbons	44
MC Guide	45





ABOUT SPEAKERS LEAGUE



WHAT IS SPEAKERS LEAGUE?

Speakers League is a unique public speaking club curriculum for children, ages 10+. A Speakers League club provides a supportive environment where young people can become more comfortable and confident with public speaking. **We recommend that you begin by watching our “Meeting Highlight” video at speakersleague.com/video.**

Online meetings are run a little differently. Watch for these yellow text blocks for differences with online meetings. If you are considering running online meetings rather than in-person meetings, still watch our “Meeting Highlight” video, but also watch the “Online Meetings” video which explains some of the differences for online meetings. Both are at speakersleague.com/video.

Not only will children learn how to prepare and present great speeches, they will also learn how to run a meeting, behave professionally, organize their thoughts quickly to speak “off the cuff,” and evaluate other members’ speeches in a way that is “constructive” rather than “destructive.”

The members work together to conduct a professional meeting, with members rotating each meeting among the available roles, including MC who is in charge of introducing segments of the meeting and speakers, Evaluators who are each assigned to one of the prepared speakers to provide constructive criticism, Timekeeper who provides signals for how long a speaker has spoken, Wordmaster who provides a Word of the Day and counts speaking filler words like “um,” “you know,” “like,” Humorist who tells a few jokes, and more.

THERE ARE THREE MAIN SEGMENTS AT A MEETING:

Impromptus, during which most, if not all, members rise and reply, off-the-cuff, for two-minutes, to questions or topics.

Prepared speeches that emphasize different speech-crafting and presentation skills.

Evaluations that follow club guidelines for constructive critique. (There are also options for self-evaluation, and feedback from the club Chairperson.)





A membership size of between 8 and 15 children is ideal. We recommend members be at least 10 years old, but we have seen younger ones succeed, as well. We do have a **Junior Speakers League** curriculum which is excellent for ages 7-9.

THERE ARE FOUR LEVELS IN SPEAKERS LEAGUE

There are four levels within Speakers League. In Level I, members focus on speeches that develop individual skills – eye contact, smoothness of delivery, gestures, vocal variety, visual aids, organization, etc. Members learn how to prepare good speeches in five different ways: through a step-by-step guide in their member handbook, observing other members giving

speeches and providing them evaluations, completing a self-evaluation of their own speeches (if the Chairperson records it, which we recommend), receiving verbal feedback from their assigned evaluator, and receiving written feedback from their Club Chairperson.

To move from one level to the next, members must successfully give all seven speeches in that level, and do each role at the meeting (like Evaluator, Timekeeper, MC, Wordmaster, etc.) successfully, at least once, during that level. Some levels have additional requirements.

WHAT SPEAKERS LEAGUE IS NOT

While our materials and the experience and guidance of company representatives may be helpful, they are not a replacement for your own due diligence and consultation with your own financial/business advisors. The Speakers League company does not assist with business start up. We merely make our materials and resources available for your use, subject to our terms, conditions, and copyright protections.

WHAT DO SPEAKERS LEAGUE MEMBERS LEARN?

Bypassing or conquering a fear of public speaking can position young people to succeed on many levels in life. By deciding to supervise a Speakers League club you are giving a gift not only to the youth who participate in your program, but also to the future organizations these children will be involved with.

SPEECH CREATION

We provide a straightforward 5-step method for creating a speech that emphasizes developing the topic knowledge to speak from an outline of brief notes. We strongly discourage writing out a speech word-for-word to read from.

PRESENTATION SKILLS

Especially in Level I, we have members focus on key presentation skills in a sequence of speeches that develop eye contact, gestures, vocal variety, visual aids, and organization.

MENTAL AGILITY

The Impromptu segment of the meeting gives members a chance to develop mental agility as they

practice quickly organizing their thoughts to speak “off the cuff.”

ORGANIZATION SKILLS

Whether preparing a full speech or impromptu remarks, members learn specific techniques to organize their thoughts to help their audience better understand their message.

LEADERSHIP & MEETING MANAGEMENT

Running a meeting, or a segment of a meeting, is a common occurrence in the lives of working adults. A Speakers League club prepares students to manage events and keep the attention of people in a meeting. Through the club meeting structure and club officer (or Meeting Manager) component, members have varied opportunities to demonstrate and practice leadership.

SHOWING EXCELLENCE IN SUPPORT ROLES

Clubs members work together to create a smooth-running meeting, and that requires all members to be prepared for their roles. There are as many as fifteen roles at any meeting; Meeting Manager, MC, Impromptu Master, Humorist, Speakers, Evaluators, Timekeeper, Wordmaster, Vote Counter, and Poet Laureate.

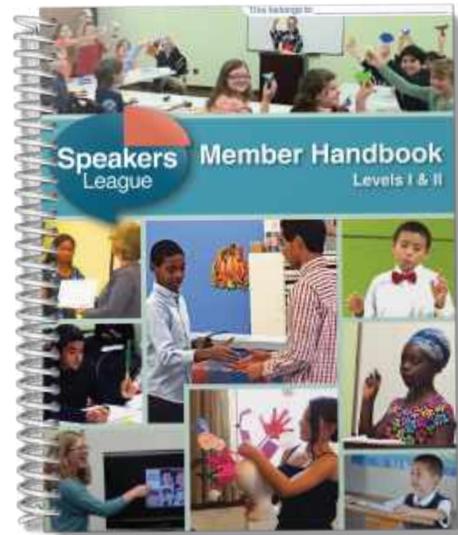
PROFESSIONALISM AND RESPONSIBILITY

Speakers League promotes the qualities of professionalism:

- Being respectful and considerate of others.
- Being prepared and in proper attire.
- Being honest and ethical.
- Being responsible and proactive.

CRITICAL THINKING

The Evaluation portion of the meeting gives members the chance to critically analyze and verbally evaluate the performance of their peers. It is a chance to show understanding of goals, evaluating if the goals were met, identifying necessary improvements, as well as broader areas where a speaker succeeded. We distinguish between, and emphasize, evaluation that is “constructive” versus “destructive.”



Our comprehensive Member Handbooks give members everything they need.



TYPICAL MEETINGS

ROOM SET-UP

Though any set up is acceptable, it is common to see a Speakers League meeting room set up in a horseshoe format like in the diagram at the right. This provides the best visibility to all the members.

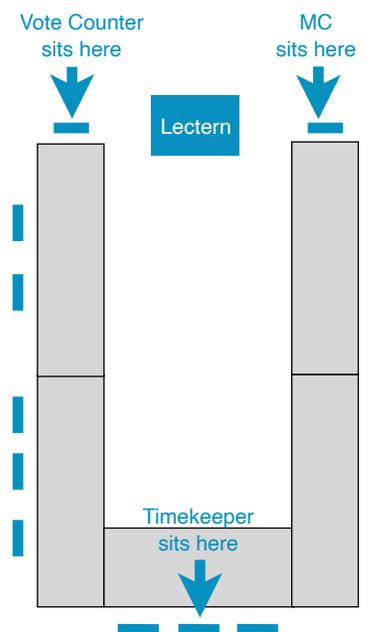
Provide a step stool if the lectern is too high (it should be no higher than stomach height). Members and participating prospective members sit at the tables. Adult guests and the Chairperson sit on the sides or back of the room.

For **online meetings** the Chairperson is generally a visible member of the meeting. Adult visitors would turn off their video and mute themselves.

On a separate table, member name cards should be laid out for pick up. Have blank name cards and a magic marker available for participating guests.

Provide a voting slip and pencil to each participant including participating prospective members.

Members should be made aware of where to find blank Evaluator Worksheets, Wordmaster forms, ribbons and Timekeeper materials (stopwatch, signals, bell, and a Timekeeper Form).



STANDARD MEETING TIMING

A 1½ hour meeting is ideal.* Timing typically looks something like this:

- | | |
|-------------|--|
| 4:00 - 4:10 | <i>Opening of meeting and announcements by Chairperson (or President, or Meeting Manager if online). Introduction of the Wordmaster, and then the MC.</i> |
| 4:10 - 4:40 | <i>MC introduces the Humorist, and then the Impromptu Master. The Impromptu Master conducts the Impromptus segment of the meeting. At the conclusion of the Impromptus segment, the eligibility report from the Timekeeper (of which participants met the time goal) is called for, and then the vote for Best Impromptu. Vote Counter collects votes.</i> |
| 4:40 - 5:05 | <i>MC introduces each speaker during the prepared-speeches portion of the meeting, followed by a call for the eligibility report, and then the vote for Best Speaker. Vote Counter collects votes.</i> |
| 5:05 - 5:15 | <i>MC introduces each Evaluator, followed by a call for the eligibility report, and then the vote for Best Evaluator. Vote Counter collects votes</i> |
| 5:15 - 5:20 | <i>MC introduces Poet Laureate, who presents a poem, then the MC calls for the Wordmaster's report.</i> |
| 5:20 - 5:25 | <i>MC Presents Ribbons, returns meeting to Chairperson (or President).</i> |
| 5:25 - 5:30 | <i>Chairperson (or President, or online Meeting Manager) provides a quick general evaluation of the meeting, makes any closing announcements and adjourns the meeting.</i> |

* For a 1-hour meeting, reduce the Impromptu section by 15-20 minutes (by precluding the MC, Speakers, and Evaluators from answering Impromptus), and limit scheduled Speakers and an Evaluators to three each. If still tight, eliminate the Humorist and/or Poet Laureate.

WHAT HAPPENS AT A TYPICAL MEETING?

For in-person meetings, members help set up the meeting room. The meetings begin with a short business segment presented by the Chairperson (the adult leader of the club) or Club President. (Most clubs institute club officers who do additional tasks normally done by the Club Chairperson, such as opening and closing the meeting, managing guests, and managing supplies and room set up. More information on club officers is available on your Account Resources page when you are a Club Level subscriber.)



During this business segment, guests are acknowledged, the Wordmaster is introduced who provides the Word of the Day and explains his/her role of counting filler words, and general announcements are made. (See example of announcements on p. 8.)

Online meetings similarly begin with a short business segment presented by the Chairperson or the “Meeting Manager” (a rotating online role, instead of club officers, that can be instituted any time you feel the members are ready).

This takes around five to ten minutes. The meeting is then turned over to the “MC” (short for “Master of Ceremonies”) who is in charge of introducing all of the segments of the meeting and key participants.



The MC begins by introducing the Humorist who shares a joke (or several) with the group. Then the MC introduces the Impromptu Master who runs the “Impromptu” segment of the meeting. During this segment, members and guests have the opportunity to think on their feet and provide unrehearsed answers to posed questions or topics. Their goal is to speak for two full minutes on the subject (but not longer than 2½ minutes). Guests have the option to say, “I pass.”

Following Impromptus, the MC launches the prepared-speeches segment of the meeting by introducing the first scheduled speaker. Most of the speakers will be giving specific types of speeches to complete requirements for Level promotion.

Following the prepared-speeches segment of the meeting, each speaker is evaluated by a fellow club member, following club guidelines for evaluation.

Immediately after each major segment (Impromptus, prepared Speeches, and Evaluations), club members cast votes* for the winner of the respective segment – Best Impromptu, Best Speaker, and Best Evaluator. Vote Counter is one of the meeting’s rotating roles.

For **online meetings**, typically the Chairperson will post polls and act as Vote* Counter.

While Best Evaluator votes are being tallied, the MC calls upon the Poet Laureate to share a poem with the group. Then the Wordmaster is called upon to give their report on those who used the Word of the Day and the count of filler words (such as, “um,” “like,” and “you know”) used by each member during the meeting.

At the end of the meeting, the MC calls upon the Vote Counter to announce the ribbon winners for Best Impromptu, Best Evaluator, and Best Speaker, which are presented by the MC.

For **online meetings**, it is typical that “virtual” (non-physical) ribbons are announced, which are then only noted on the club schedule or website.

* Conducting voting at meetings is optional, but we feel it adds value. (See p. 11.)

Following the awarding of ribbons, the MC returns control of the meeting to the Chairperson, Club President, (or Meeting Manager for online meetings) for closing announcements.

NAME CARDS

Prepare a name card for each member (a template for a computer-generated name card is available on your Account Resources page when you are a Club Level subscriber).

One of the things the members really love is their name card. When first visiting the club, guests just write their name with a marker on a white card stock name card, but when they officially join the club, they receive a white card stock name card printed from the computer with “Level I” below their name. When they move to Level II they receive a yellow card stock name card. Level III is green, and Level IV is blue. After completing Level IV, and with approval of the club Chairperson, a member is considered a Club Mentor and is eligible for a permanent name placard. There is a lot of pride in having the official name cards and moving up to the new colors and Levels.



These name cards also display club officer “gems” indicating the member’s current and past officer positions.

For **online meetings**, members rename themselves with their first name and Level. Sometimes they will also add the name of their role at the meeting.

MEETING SUPPLIES

Keep a file box stocked with the following materials:

- Current Speaker Schedule
- Name Cards (including some blank ones)
- Marker
- Ribbons
- Voting Slips
- Evaluator Forms
- Wordmaster Forms
- Blank “MC Guide” forms
- Timekeeper Materials** (stopwatch, signals, bell, timekeeper forms)*
- Executive Evaluation Forms
- New Member Paperwork
- New Member Handbooks
- Back-up Impromptu Questions
- Back-up Poem(s)
- Pencils
- Pencil Sharpener
- Directional signs and tape
- Promotional materials for the club



Chairperson’s Notebook

It is helpful to have a separate notebook in which to keep Meeting Report forms, Level Completion Trackers, and your members’ Parent Agreements.

** The Timekeeper needs a way to signal members about how long they have spoken during timed portions of the meeting. These separate signals, green, yellow, and red, can be as simple as colored paper, or as fancy as a colored bank of lights that can be switched on and off. Some clubs use three paint stirrers that have been painted green, yellow, and red. Timekeepers also need a stopwatch (with some practice in how to use it), and a bell, like the kind you tap with the palm of your hand to summon a clerk. These bells are available at office supply stores. (Or the Timekeeper can just say, “DING, DING, DING!”) Online handbooks come with paper Timekeeper signals.



THE ROLE OF THE CLUB CHAIRPERSON

The Club Chairperson is the adult facilitator of a club. As your club's Chairperson, you will help launch and coach your club by supervising it through various stages of development.

Though ensuring the meetings are run efficiently and professionally always rests with you, the ultimate goal for the Chairperson is to have as little input on the meeting as possible, with the members running it from beginning to end with only light supervision from you.

At the beginning, and until club officers are elected (generally, a few months into the club) you will manage the opening and closing of the meetings (see p. 8).

After just a few online meetings you can assign a rotating role of "Meeting Manager" to handle the opening and closing tasks.

The approach to the very first meeting depends on the readiness of your membership on day one.

Ideally, before the very first meeting, members will have had a chance, at home, to view our meeting highlight video (speakersleague.com/video) and to have reviewed their member handbook for information about their pre-scheduled role at the first meeting. However, if there is insufficient time for pre-scheduling, and preparation, our "Gradual Start" series of lesson plans and materials (see p. 27), offer you and your members a self-paced, stress-free introduction to the roles at a club meeting, techniques for Impromptus, a plan for preparing their first speech, and an introduction for how to effectively (and constructively) evaluate another member's speech.

Chief among the Chairperson's responsibilities is to maintain proper meeting etiquette. The goal is for members to elevate their behavior to that of a business meeting, balancing enjoyment with seriousness, and behaving in a way their parents would behave in a meeting. You will want to review the Code of Conduct in the member handbook with your club. Reminders during meetings are sometimes necessary.



"This is one of the most worthwhile activities I have ever signed my daughter up for. The skills she is learning will benefit her for a lifetime."

Heather Bradford (Parent)

THE CHAIRPERSON'S TYPICAL TASKS

Opening the Meeting

Until you have an elected President, the Chairperson opens the meeting by welcoming the group and covering opening announcements. Below is an example of typical opening announcements.

- Turn off cell phones
- Bathroom location, and that you do not need to request permission to get up and go.
- Introduce the Wordmaster to explain his/her role.
- Request self-evaluation forms, quizzes, etc., be turned in.
- Remind Level III-and-up, and officers, that they may complete speech evaluation forms for today's speeches.
- If GUESTS are in attendance:
 - Introduction of Guests by person who brought them, or by the VP.
 - Mention that guests can choose to say, "I pass," during the Impromptu segment of the meeting.
- Chairperson announcements.
- Go over today's schedule.
- Introduce the MC.



During the Meeting

During the meeting, the Chairperson sits at the side or back of the meeting room (not at the member tables) and ensures that club etiquette and protocol are observed, interjecting only when necessary.

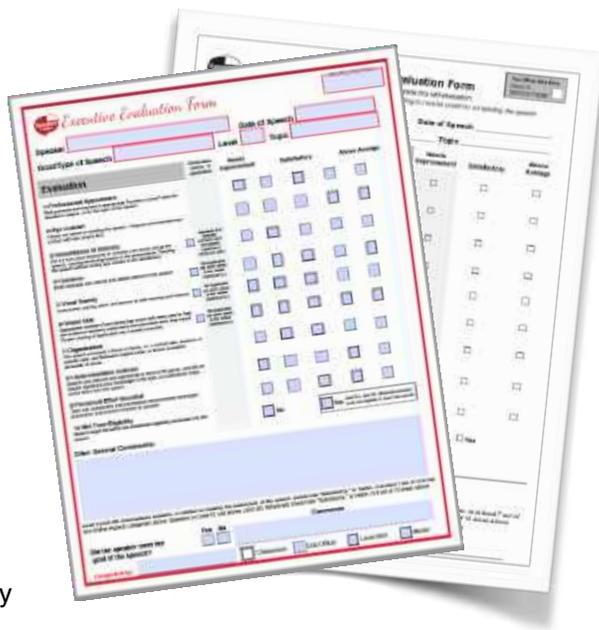
For **online meetings** the Chairperson is generally a visible member of the meeting.

In addition to completing optional Executive Evaluations of member speeches, many club Chairpersons video record each member's speech for upload, and self-evaluation by the member. These evaluation forms are available on your Account Resources page when you are a Club Level subscriber, or can be purchased at speakersleague.com/shop.

Closing the meeting

At the end of the meeting, the MC will turn the meeting back to you (or the President, or online Meeting Manager) for closing announcements.

- Provide a brief 1-2 minute general evaluation of the meeting.
- Go over the schedule for the next meeting and fill in any openings.
- Remind Level III-and-up and club officers that if they completed any Executive Evaluations, they should be turned in to the Chairperson.
- Ask if the Chairperson has any announcements.





- Announcements from the members?
- Remind members to bring guests.
- Date and location of the next meeting _____.
- Request that members assist in the reset the room.
- Adjourn meeting

About the Meeting Evaluation

The Club President, Meeting Manager, or Chairperson (if there are no officers), evaluates the meeting at the end, highlighting areas that were especially well done, or could use some work. A worksheet is available that allows the meeting's evaluator to check off the areas that deserve mention, good or bad.

Just like with speech evaluations, the emphasis should be on what went well, and the criticisms should be framed in a constructive way.

"Be on the lookout for Millennials who have participated in speech and debate training. Hire them and put them on your leadership fast track."

Robert Sher
"How to Find Millennials Who Will Lead Your Company"
Forbes.com. March 2, 2014

CHAIRPERSON FAQs

Can I make modifications to the program/materials?

Your club and members are unique, and you may make modifications to how meetings are run by asking your members to cross out and add items to their handbooks to fit your needs and preferences. Examples include adding a break after the scheduled speakers, or crossing out the elements related to awarding ribbons. An example of an unacceptable modification would be to remove our logo from our materials. If in doubt, review the terms and conditions at speakersleague.com/terms-conditions or contact us at info@speakersleague.com to discuss.

What should I expect from parents?

Depending on the child's age and level of self-motivation, you may reasonably expect a parent to be actively involved in making sure their child understands the meeting roles and is prepared for scheduled roles. You will give each member a Member Handbook upon joining (order these at speakersleague.com/shop) that includes a description of each club role and helpful forms and tips. Certain jobs take additional pre-meeting preparation, for example MC and Impromptu Master. Some clubs welcome parents to observe meetings. Some do not. If parents attend, the Club Code of Conduct advises them to convey comments through the Chairperson rather than directly to the club.



“I think it is so important for kids to be comfortable speaking in front of a group. It's great that they have this opportunity to develop and improve on this vital skill while they are so young.”

Candee Faulkner (Parent)

Should parents help the members write their speeches?



The member handbook contains a step-by-step speech-writing section that is usually all a self-motivated child would need. However, you may permit, and even encourage, parental assistance with speech-writing during the first two Levels.

Every child is different in terms of his/her ability to independently craft a good speech, and parental help can give the child insight into the process. For example, the child can observe and help with the drafting process, seeing the speech improve, and the parent can discuss why the speech should be organized in a certain way. Practicing and presenting a good speech (even if it is created substantially by the parent) is valuable in itself.

Beginning at Level III, however, we encourage minimal adult involvement. This could take the form, for example, of the parent simply watching the speech being practiced and giving general suggestions.

What should be done about a very nervous speaker?

It is important to look for even tiny improvements when judging a member's development. Public speaking can be extremely nerve-racking for people of any age. Congratulate the member when you notice small victories, perhaps in the form of a note slipped to him – “You're showing more confidence during Impromptu.” “You brought up some great points in your evaluation. Keep working on eye contact.” “This was your best speech yet!” If you use our Executive Evaluation form to provide feedback to the speaker, be sure to mention areas of success in the comment section, as well as areas for improvement.

Much of this program is about creating a supportive environment where



members can feel safe in taking the “risks” associated with speaking in front of a group. It is vital to remind yourself, and coach your group, about polite and supportive behavior.

The chat feature works well for private feedback at **online meetings**.

What if there are giant gaps of silence from a speaker?

This is not as uncommon as it might seem. It does take a certain amount of courage to just stand there, and there is little risk of them winning a ribbon for poor results, so you shouldn't worry too much about it. Refer to the previous question.

What if a member obviously does not meet the goal of a speech?

A speech that obviously does not meet the goal should be redone or possibly re-categorized. For example, a speaker may give an excellent “Vocal Variety” speech during his “Gestures” speech, but unfortunately, use almost no gestures. At the discretion of the Chairperson, this speech may be re-categorized as a Vocal Variety speech. If the speech cannot realistically be re-categorized you may give him credit for having given the Speaker's Choice speech. A speech must meet the goal, in the opinion of the Chairperson, before it can be considered complete.

Another challenging situation is when a higher-level speaker (who should know better) gives a higher level speech but presents it in a very amateurish way, using no eye contact or gestures, for example. If a Level III speaker gives a persuasive “Speaking to Persuade” speech, but doesn't utilize gestures, eye contact, or good vocal variety, you may wish to request she re-do it.

Why have ribbons?

At Speakers League our goal is to help children with their communication, leadership, maturity, and critical thinking skills. Although it is not required, to help keep members engaged and striving for improvement, most clubs

conduct votes during the meeting for Best Impromptu, Best Speaker, and Best Evaluator.

Ribbons mark achievement and acknowledge a job well done. They are a form of recognition for outstanding effort and results. Many members clearly strive to win a ribbon and are more attentive and discerning during the meetings because they know their vote will be taken. Members also

observe what level of performance is ribbon-worthy and adopt the qualities that they feel made the wins possible.

Ribbons are a way to celebrate effort, improvement, achievement, and success.

Not winning a ribbon at a meeting does not make you a “loser.” Rather, it gives you information on what performance to adopt for your next effort. Each time you do an Impromptu or a speech or an evaluation, it is another chance to show your improvement and earn the recognition of a ribbon. It is an incentive to break from shyness and to reach the time goals.



“The best part is getting a ribbon. Speakers League is awesome!”

Tommy (age 10)

“This Speakers League has a very nice feel to it . . . [W]hen I get a ribbon I feel really good.”

David (age 9)

“So cool! I love it and when I get a ribbon; I love the feeling that I've accomplished something.”

Victoria (age 12)

Impromptu question from October 2012:

“What is your earliest childhood memory?”

Answer:

“Winning a ribbon at Speakers League . . .”

When we ask members what they like most about Speakers League, many say it's winning a ribbon.

What if no one is eligible to be voted for?

If all of the speakers during a segment were either under- or overtime, then there is no vote and no ribbon awarded. If only one person is eligible, he or she wins the ribbon by default.

What kind of feedback should the Chairperson give during the meeting?

As the supervisor for your club it is correct to interject at any time to remind the members of proper meeting etiquette or if they have forgotten something. For example, "We clap when someone is introduced," and "Please call for the eligibility report, first."

We encourage Chairpersons to complete Executive Evaluation forms for prepared speeches. These are available in the "Reproducibles" area in the club Resources area. Club officers are also encouraged to fill these out, as well as Level III and up members. Additionally, you may wish to keep a pad of paper with you and jot notes to members for immediate feedback, for example, "You managed that impromptu question really well. Good job," and "Please pay attention to the person at the lectern." Deliver these unobtrusively during the meeting to the members. These are also helpful if you want to remind the person at the lectern about something, for example, "You have time for three more Impromptu questions. Don't forget to ask one to the guest."

General comments can also be given during the closing announcements when the Chairperson is asked whether he/she has any announcements.

Do I have to complete Executive Evaluation forms and/or video record all of the speeches?

No, but we encourage it. This option adds tremendous value to the experience. We believe that one of the best ways members improve is by watching video of themselves speaking and doing a self-evaluation.



What is the protocol for guests?

The Club Vice President, or Chairperson if there are no officers, should greet the guest and get him/her situated with a temporary name card, pencil, and voting slip. Mention to the guest that it's alright to say, "I pass" during Impromptus, and then introduce the guest to nearby members. The guest is introduced during opening announcements.

If permitted, visiting adults and other non-prospective-member children can be seated at the back or sides of the room.

At the end of the meeting, be sure to touch base with the guests/parents to gauge their interest and see if they would like more information about joining.

Guests are greeted in opening announcements given by the Chairperson or Meeting Manager at **online meetings**.



How best to handle last-minute scheduling changes and no-shows?

It is critical that you stress the importance of members meeting their scheduled commitments to the club. While there are occasional unavoidable absences, you can mitigate the disruption this causes by scheduling an Alternate Speaker for each meeting date. Also, keep a set of back-up Impromptu questions, jokes, and poem choices for stand-ins. If there is an un-fillable speaker spot, you can take the opportunity to share a club training video or do your own club training presentation, such as, “Giving Effective Evaluations,” “Meeting Etiquette,” or “Tips for Handling Impromptus.”



Before a member joins the group, consider having a parent sign some form of Parent Agreement outlining expectations. An example of one is available on your Account Resources page when you are a Club Level subscriber. If your club has additional expectations, add these as well.

What happens after Level IV?

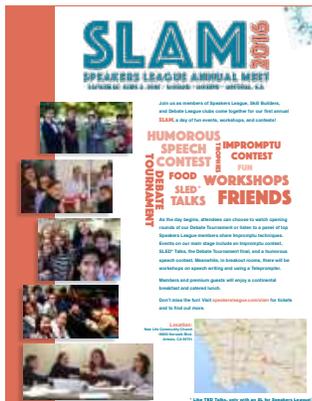
After completion of Level IV, a member who has held all of the Club Officer positions, at least once, in the past, and with the recommendation of the Club Chairperson, can be designated a Club Mentor and can present Speaker’s Choice and training speeches, and assist with club management. Mentors are often invited to judge contests at Speakers League meets.

How best to handle communication with the group and/or parents?

Although you may create a website to promote your group, it is a good idea to have a private communications channel. You might consider using a private Facebook group, Meetup, or use a Listserv option, such as Groups.io. Services like these allow people to send a single email to the group’s email address and the email message is distributed to all of the members that are signed up on the group. Group messages can be posted and read by email or on the group homepage, like a web forum. Members can choose whether to receive individual emails or daily digest of emails, or to read the posts at the group site online.



These groups allow for storage of digital files, so you can, for example, store your meeting forms to be printed out by the members. You may also use the database features on your group to keep track of speeches and ribbon winners. You can decide which members of the group have full or limited access to these files. Only those you approve to be members of the group have access.



Are there any intra-club events or conferences?

Yes! Some clubs host regional conferences called SLAMs (Speakers League Annual Meets) at which members from other Speakers League clubs can come together to learn, socialize, and compete. Keep your eye on the Speakers League social media pages for more information about hosting or attending these events.

Is it necessary to buy a projector or other equipment?

If your budget allows for it, having such equipment as a projector, monitor or TV, and document camera can add educational value to your club, but it is not necessary.



FINANCIAL AND ADMINISTRATIVE CONSIDERATIONS

Some Chairpersons choose to offer a free club to members. Others see operating clubs as an entrepreneurial endeavor from which to earn an income.

Whether you have a profit motive, or not, we recommend that you attach value to your club through some form of club dues. Referring to ongoing receipts as “dues,” rather than “tuition” or “fees,” reminds members that this is an ongoing club for mutual benefit, not merely individual benefit. Clubs promote the qualities of commitment, contribution, and investment to the group’s and its members’ success.

Membership dues and materials fees offset the typical expenses associated with starting and running a club, including:

- Speakers League Handbooks (Only physical handbooks are available, not online or downloadable)
- Room rental (plus possible liability or tutor insurance – check with your insurance provider)
- Meeting Supplies, e.g. Timekeeper materials (a stopwatch, time signals, and bell), meeting forms, ribbons (woven (or printed) from Speakers League)*
- Chairperson/supervisor (if paying yourself or someone else)
- Speakers League Subscription Fee (optional)*

Materials/Registration Fee

Your club will get off to a more secure start if it is not financially challenged. Charge a one-time registration fee and, if desired, a one-time or annual materials fee. These fees will cover member handbooks, forms, plus other supplies. Additionally, expenses involved in promoting and launching the club can be defrayed.



Club Dues

We recommend that you set up club dues to be paid through an automated system (such as PayPal Recurring Payments), and charged monthly, quarterly, semi-annually, or annually.

Financial Aid

Optionally, you might consider charging club dues slightly higher than would be sufficient to cover all expenses. This way you can extend financial aid in the form of discounted dues to members who would not otherwise be able to participate due to financial hardship.

* Certain supplies must be ordered directly from Speakers League unless you have a Subscription. A Subscription allows the Chairperson and club members to print forms directly from their account.

HOW MUCH TO CHARGE FOR CLUB DUES

In our experience running dozens of headquarters clubs both in person and online, the most successful way to launch a brand new club is with extremely low dues for the first 8-12 members. Not zero, but a price that is hard to refuse, for example \$100 per year, or \$5-\$10 per month.

Turnover will naturally occur and new members can pay full dues, but having a vibrant existing group for visitors and new members to observe is critical.

When determining your full dues amount, consider that most extracurricular activities cost parents \$10 to \$20 per hour per child. Depending on your location, clientele, and expenses, it is not unreasonable (for a 90-minute meeting) to charge between \$10 and \$30 per meeting per member. A modest dues structure might be \$50 as a one-time-registration/materials fee and \$25 per month for two meetings per month. A more aggressive membership dues example would be \$100 for registration and \$30 - \$50 per month.

It is common to offer a discount for siblings, for example, 10% off.

HOW MANY MEMBERS, AND HOW OFTEN TO MEET

There are generally thirteen roles available at a meeting (or fifteen, if you have four Speakers and Evaluators per meeting), and effectively filling all the jobs is a factor of the size of your membership. The goal is to have enough people to easily schedule the roles at each meeting.

When meeting twice per month (or even one time per month), you will want 8 - 15 members, and certainly no fewer than six members.

A membership base of over 16 becomes somewhat unwieldy as it's hard to give everyone a role at the meeting and give most members a chance to answer an Impromptu question in the time available.

GET A FAST START

Develop momentum and word of mouth by offering a limited time membership dues special to the first 8 - 12 members who join your club.

For example,

"The first 10 students to join before September 28th (our first meeting) get half-price membership for as long as they are in the club."



WHERE TO HOLD CLUB MEETINGS

Finding a location for your meeting is one of the key first steps. Here are some potentially-low-cost (and possibly free, or partnering) locations to consider:

Church	YMCA
Library	Community Center
Museum	Scout Center
Corporate Meeting Room	Senior Center
Fire/Police Station	School Classroom
	Tutoring Center

Most facilities will be sympathetic to a group of families trying to put together an educational activity for kids, so it's not recommended that you send email to these organizations from a "businessy-sounding" email address. If they sense that yours is some big profit-making operation (which it probably isn't) they may be reluctant to want to help. Better to work from a personal email address.

If the location asks if you are a non-profit, and you are not, do not represent yourself as such. They will understand the idea of families just "chipping in" to make the program happen for their kids.

See the email at the right for the tone you may wish to strike.

Most of our
HQ clubs
meet in
church
facilities or
tutoring
centers.



Below is an example of an email used to find a location.

Hi _____,

I'm with a group of families and we are hoping to find a space to start an after-school children's public speaking club this fall, and I was hoping you might be willing to consider our request.

We are just starting our club up and the families are chipping in to cover expenses – room rental, curriculum, ribbons, etc.

Do you have a space that might work for us? We would have 15-20 children/parents on hand and would need 4-5 tables plus chairs. We have a portable lectern if you don't have any lectern.

We're looking for a 4pm-5:30pm slot on the first and third Thursday of the month, between September and May.

We have liability insurance and we can afford a modest room rental fee/donation. Other clubs like this pay between \$30 and \$50 per month for using a room.

Thank you so much for considering our request! I very much look forward to hearing from you.

Please let me know.

Thank you!

Jane Smith
214-555-8046

SCHEDULING

It is easiest if the Chairperson drafts the schedule, cycling members through the roles and spacing out prepared speeches in a sensible way. This can be particularly effective in making sure that members complete a Level within a set period, such as a school year.

Have the members take responsibility for finding their own replacements, when necessary, preferably through trading with another member for their future role.

Bring a printout of the current schedule to the meetings so it can be updated. You can also create a web-based

schedule where parents or members can sign up or view the schedule.

You may need to limit speeches by any single individual to every third or fourth meeting to allow regular opportunities for everyone. We strongly encourage the use of the Alternate Speaker slot, which will help fill in when there are those unexpected cancellations and no-shows. You may wish to allow individuals to speak more often than every third meeting if they are filling in for a speaker that had to cancel.

NORFOLK	Sep 2, 2015	Sep 16, 2015	Oct 7, 2015	Oct 21, 2015	Nov 4, 2015	Nov 18, 2015	Dec 2, 2015	Dec 16, 2015	Jan 6, 2016	Jan 20, 2016
MC	Genevieve Ramirez	Aaron Wu	Price Morgan	Jennifer Nishimura	Josiah Kiock	Price Morgan	Manolo Amrhein	Alex Lewin	Oshea Foster	Jared Nishimura
Humorist	Aaron Wu	Melia Amrhein	Josiah Kiock	Price Morgan	Oshea Foster	Aaron Wu	Josiah Kiock	Aaron Wu	Jennifer Nishimura	Brody Maddox
Impromptu	Jared Nishimura	Manolo Amrhein	Alex Lewin	Jared Nishimura	Price Morgan	Emma Wu	Jennifer Nishimura	Genevieve Ramirez	Jared Nishimura	Aaron Wu
Speaker 1	Emma Wu	Jennifer Nishimura	Genevieve Ramirez	Aaron Wu	Alyson Nishimura	Brody Maddox	Jared Nishimura	Brody Maddox	Alyson Nishimura	Emma Wu
	Speaker's Choice	Speaker's Choice	Visual Variety	Visual Aids	Outline	GTKY	Outline	Gestures	Sincerity	Knowledge
Evaluator 1	Jennifer Nishimura	Genevieve Ramirez			Melia Amrhein	Alex Lewin	Aaron Wu	Manolo Amrhein	Brody Maddox	Genevieve Ramirez
Speaker 2	Jessie San	Josiah Kiock						Melia Amrhein	Genevieve Ramirez	Josiah Kiock
	Organizing	Organizing							Organizing	Knowledge
Evaluator 2	Jared Nishimura	Jared Nishimura							Melia Amrhein	Aaron Wu
Speaker 3	Alyson Nishimura	Jared Nishimura							Jared Nishimura	Jennifer Nishimura
	Knowledge	Organizing							Sincerity	Outline
Evaluator 3	Price Morgan	Price Morgan	Melia Amrhein						Emma Wu	Alex Lewin
Speaker 4					Emma Wu	Josiah Kiock				
					Organizing	Speaker's Choice				
Evaluator 4					Oshea Foster	Emma Wu				
Poet Laureate	Utah Foster	Alex Lewin	Melia Amrhein	Price Morgan	Brody Maddox	Manolo Amrhein	Josiah Kiock	Alyson Nishimura	Manolo Amrhein	Melia Amrhein
Timekeeper	Manolo Amrhein	Jessie San	Emma Wu	Oshea Foster	Jared Nishimura	Josiah Kiock	Brody Maddox	Jennifer Nishimura	Aaron Wu	Jack Webb
Wordmaster	Melia Amrhein	Oshea Foster	Jennifer Nishimura	Manolo Amrhein	Melia Amrhein	Melia Amrhein	Emma Wu	Alyson Nishimura	Manolo Amrhein	Alyson Nishimura
Vote Counter	Oshea Foster	Emma Wu	Josiah Kiock	Alex Lewin	Aaron Wu	Alyson Nishimura	Melia Amrhein	Jennifer Nishimura	Alex Lewin	Manolo Amrhein
Alternate Speaker										

In the club Resources area we have blank printable or digital schedules for different-sized clubs, plus helpful schedule-planning matrices to help you equally distribute members over a variety of roles during the year.



PROMOTING YOUR CLUB

A critical part of a successful launch is having enough members on day one. Plan your launch with enough time to effectively build sufficient membership. With pre-planning, a couple of months should be sufficient. Set a minimum goal of eight members. The next few pages offer some ideas for getting the word out about your club and creating continued growth after it's launched.

Promotional materials do not need to specify a meeting location. However, they should direct people to a website, email, and/or phone number.

FLYERS

Develop a flyer that you can email, post, or give/mail to people. Keep a box of your flyers in your car to post. The club Resources area for subscribers has photos, logos, and editable flyer options, and there are also many design options available online, such as at Canva.com.



BUSINESS CARDS

Business cards are inexpensive and easy to carry with you at all times to hand out or post.

Consider adding a coupon code or other discount method to inspire action.

The card pictured here is a kind HQ has used. If you need design elements, they can be found in the club Resources area. When designing, don't skimp on using color. There are many online printers that can do 2-sided color cards for you at a good price.



BROCHURES

We have an editable template for a tri-fold brochure (at right) that you can personalize with your club location, etc. Just print them out as necessary.

LIBRARIES

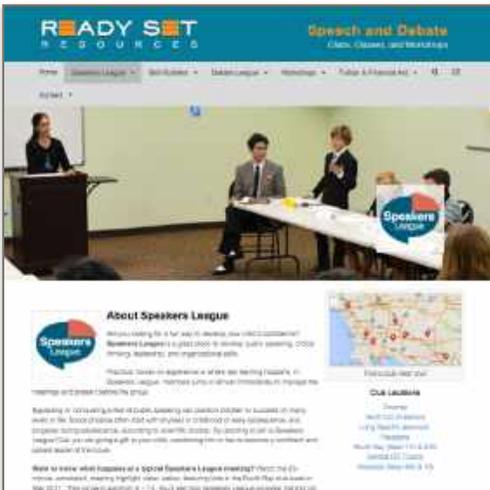
- Provide the children’s librarian with flyers or brochures for your club (or planned club). Be sure to add a sticker to one of the flyers that says, “Library Copy - email [youremail] for more.”
- Ask if they have a community bulletin board and post a flyer or card there.

CLUB WEBSITE

A website presence can give you and your club added credibility. People like to browse and understand the activities that they sign their children up for.

We use GoDaddy for our domain names and hosting, and WordPress to build our sites in-house, but we don’t consider ourselves experts in websites and don’t endorse any company.

Feel free to copy from our sites, speakersleague.com and rsrEducation.com — photos, wording, format, etc.



Build your Mailing List*

It is always a good idea to gather names and email addresses from website visitors. Consider offering them something in return for joining your mailing list, such as an Impromptu-at-Home activity (available in the club Resources area).



* Avoid being reported for sending SPAM emails. Common reasons for spam complaints: (a) The recipient did not feel they gave consent to receive email marketing, (b) The recipient did not remember signing up for the information, (c) The recipient did not expect or have an interest in the content that was sent.

WEB LISTINGS OF ACTIVITIES FOR CHILDREN

Do a web search of these (or similar) terms, and submit your club's information, where appropriate.

- Children's events
- Activities for kids
- Tween activities
- Teen activities
- Afterschool activities

COMMUNITY EVENT LISTINGS

The websites below are popular for organizing and promoting events and activities. Check them out or search "social meetup groups" for your region to see what websites are currently popular in your area. Submit your club's information, where appropriate.

- meetup.com
- eventbrite.com
- facebook.com

SOCIAL MEDIA

Facebook is a commonly used social media platform for parents, and an active presence there can generate interest and even be a substitute for a dedicated website. There are inexpensive promotional options that can cost as little as \$5 to reach hundreds or thousands of users.

Pasadena - Youth public speaking club for homeschoolers - Come check us out!

[Edit](#) [Cancel](#) [Feature](#) [Copy](#) [Ticket](#) [Export](#)
[Tell a friend](#) [Share](#)

📅 **Wednesday, February 17, 2016**
 1:00 PM to 2:30 PM

📍 **Throop Church, , Pasadena, CA 91104**
 300 S Los Robles Ave, Pasadena, CA ([edit map](#))

Parking in the lot on Los Robles, or on the street. Enter through the door to the right of the main church entrance on the Del Mar side of the building.

Visit up to twice, at no cost, to see what we're all about.

The Pasadena Homeschool Speakers League meets every first and third Wednesday afternoon, from 1pm-2:30pm, between September and June.

Homeschool Speakers League clubs (recommended for ages 10+) help kids bypass or overcome a fear of public speaking in an encouraging environment.

Visit this, or one of our other, youth public speaking clubs located all over the southland.

More details at <http://rsreducation.com> or contact Julia at 310-528-7369 or [julia\[at\]readysretresources.com](mailto:julia[at]readysretresources.com).



SEARCH ENGINE ADS

Google (<http://www.google.com/adwords/>), Bing (bingads.microsoft.com), etc., allow you to target regions and key words to reach your specific audience. Look into these, but do your best to create a landing page (after they click on your ad) that will encourage visitors to submit their contact information so you can stay in touch with them directly.

DAILY DEAL WEBSITES

Groupon.com is example of a “daily deal website” that offers deeply discounted specials to attract customers. You might consider offering \$50 off registration, or \$100 in “classes” for \$50 with the presumption that once they try Speakers League they will continue with it. More about advertising with Groupon here: <https://www.grouponworks.com/merchant-blog/working-with-groupon/how-to-advertise-on-groupon/>.

You can also search “daily deal websites” for other options in this category.

REFERRAL APPRECIATION PROGRAM

Seek out people (and/or organizations) who are centers of influence for parents of potential club members. This could include teachers, tutoring centers, church youth group leaders, youth organizations, PTA members, etc., and let them know about your “Referral Appreciation” program. Let them know that you will offer a discount to people they refer to you (e.g., half-off the registration fee), plus for every new student they refer who joins your club, the referrer will receive a \$10 gift card (or whatever you choose). Send a quarterly postcard reminder to them.

Provide individual discount codes (or some other method, like coupons) to referrers, or be scrupulous about asking new members how they heard about your club and always reward your referrers.

YOUTH DEVELOPMENT ORGANIZATIONS, AFTER SCHOOL PROGRAMS, AND TUTORING COMPANIES

Promote your own after school club/workshop, or offer your services to an established after school program company. Clubs and workshops can be marketed to schools and youth organizations like the YMCA, Boys and Girls Club, Scouting Groups, 4H Clubs, etc.

There are tens of thousands of youth organizations, youth development charities, after school programs, and tutoring companies that can be discovered with an online search of those terms. You can involve them in your Referral Appreciation Program or offer yourself as a program manager of a public speaking component to their current youth outreach.

SCHOOL FLYER DISTRIBUTION

Contact your local school district about opportunities to distribute flyers to families regarding your offerings. Peachjar.com is a website/service used by many schools to deliver flyers to families digitally.

LET YOUR MAILING LIST KNOW

If you already have developed a mailing list of parents, let them know about the club you are launching. Highly-engaged contacts (meaning they frequently express interest in, or act on, your solicitations) might receive emails like on page 23. Others can receive an email asking them to click on a link if they are interested in learning more about “a new public speaking club being launched for kids.”



Create a “call to action” and outline the benefits (discounts, referral awards, and other benefits) for “acting now.” (See example on the next page.)

GROUPS.IO, MEETUP, AND FACEBOOK PAGES, ETC.

Facebook Groups, Meetup, Groups.io email groups, and others allow people with similar interests to communicate with each other. You can search for groups, such as “Los Angeles homeschoolers,” “Denver gifted children,” “Hamilton parents of teens,” “Detroit youth programs,” etc. See what comes up, look at the description, and join the group if it seems to make sense. Don’t abuse any groups by spamming them with ads for your club. Look for ways to contribute to the conversation as well as sharing about your club now and then.

CLUB MEMBERS

Club members can be your best referral source. Encourage them to bring their friends and pass out invitation leaflets. You can also let them participate in the Referral Appreciation Program with ribbons and gift card awards, etc.





Please be our guest at an upcoming meeting of the

Williamsburg Library Speakers League



You can visit and observe and you will have the opportunity to participate to whatever extent you are comfortable. Everyone is very encouraging!

The goal is to develop the public speaking skills of kids aged 10 and up. Though supervised by adults who conduct periodic training segments, the meetings are run by the kids themselves.

First and Third Saturdays of the month 10:00am - 11:30am.

Williamsburg Library at Main and 7th Avenue • Contact Susan Hunter at 312-555-1776 or WLSL@barnal.com

PUBLICITY

Publicity is free, but you need to put creativity and effort into it. This means having interesting information to share and getting that into the right hands in the right format.

From: Total Tutoring Center
 Subject: Public Speaking club for kids

SAMPLE EMAIL

Hello!

Total Tutoring Center is excited to announce that we are starting a Speakers League youth public speaking club, beginning October 19th in Palm Beach.

Our goal with our Speakers League club is to develop the public speaking and leadership skills of children aged 10 and up. Though mentored and supervised by our staff, who will conduct periodic training segments, the meetings will be run by the kids themselves.

In almost no time, members will be rising and answering questions without preparation (these are called Impromptus), presenting prepared speeches, and giving evaluations of their peers. They will track the times of the speakers, they will count filler-words, such as, "um," "like," and "you know." They will take responsibility and stretch their abilities at every turn, and be rewarded for their effort and progress. (View highlights from a typical Speakers League meeting at www.SpeakersLeague.com/video.)

Meetings will be held on the 1st and 3rd Monday of the month from 4pm - 5:30pm. The location is 3960 N. Sawgrass Rd., #102, Palm Beach (close to the Windham exit off the 95). There are no meetings in July and August.

THERE IS A MEMBERSHIP DUES SPECIAL for the first 10 members who join before October 18th . . .

The usual membership dues include a \$50 registration fee plus \$240 per year (\$200 for siblings). That's \$290 – but if you join by October 18th you only pay \$149 per year for as long as your child is in the club.

To take advantage of this offer, complete and fax or email your registration form, available at this link: [____](#), by October 18th.

Upon registering, you will be invited to join the TTCspeakersleague email group, that is the main club communication hub, and you will be mailed your member handbook (deadline for mailing will be 5 days before the first meeting, otherwise it will be available at the first meeting). You will also be emailed information and instructions on your child(ren)'s assigned role(s) at the first meeting.

To get the \$149 per year locked in, register now.

The club is strictly limited to 15 members (if we reach 15, any additional children will be permitted to join a waiting list, so sign up immediately). The \$149 offer is first come, first served and only for the first 10 members that join by October 18th.

If you have any questions, give me a call or send me an email.

Jane Roe

T: 904-555-7369

F: 904-555-2528

JRoe@totaltutoringexample.com

P.S. Click this link to download the registration form: www.here-is-the-link-example.com.

Develop a contact list - Create a spreadsheet of local newspapers, news stations, radio stations, and online local news outlets. Call them and ask for names and emails of the reporters responsible for local school or education stories.

Have a story worth telling - Brainstorm for interesting stories about your club or members. Can you promote a special speech contest or challenge a reporter to participate in Impromptus? Is there a member that has to overcome challenges to participate? Has a member achieved something unique thanks to your training? Did a member achieve Mentor status?

Which members or parents might be willing to be interviewed?



Get the word out with press releases - Write up what's going on at your club, and what's interesting about your members, event, or activity. Use these suggestions from <http://www.cbsnews.com/news/how-to-write-a-press-release-with-examples/>

and visit the link for the proper formatting of a press release:

www.cbsnews.com/news/how-to-write-a-press-release-with-examples/

RULE #1: Use the press release as a sales tool. The idea is to communicate a message to customers and prospects, through the vehicle of a print or online article, hopefully adding the authority and credibility of the publication, website and/or reporter to the message.

RULE #2: Have a newsworthy story. To get your message communicated through the publication, you need to convince the reporter/editor that your message (or the story surrounding it) is newsworthy. So it's got to have appeal to the entire readership of the publication.

RULE #3: Write it like a reporter would write it. If your press release looks and feels like a real article, reporters will often just file it as a story with minimal editing. Therefore, it's up to you to make sure that your press release looks and feels like a real article.

RULE #4: Provide some good quotes. Even if your [organization head is inarticulate], don't make him sound like [that] by providing a quote that's a series of . . . clichés. Have him say something memorable and personal, if possible.

RULE #5: Contact your top outlets personally. In addition to sending a press release, personally contact the reporters that you really want to cover the story. Send them something personal. You might even want to rewrite the press release to fit their beat.

Be sure you also send your press release to the newspaper's editor or TV station's news director or assignment editor.

If the newspaper writes about community activities, reach out with press releases to op-ed columnists for your local news outlets.

Op-eds and letters to the editor - If your news story ideas don't garner interest from reporters, consider submitting an op-ed column of your own, or a letter to the editor congratulating your members for their recent achievements or activities.

Pitch yourself or the kids as interviewees - Talk to the producer of a local talk radio stations and pitch yourself as someone who is, for example, "filling the gaps in youth education" or "inoculating kids against the fear of public speaking." If members of your club are willing, offer them as interviewees on topics such as how they "overcame their fears of public speaking," or "what it was like to win a public speaking contest."

Give speeches, or have members speak, to outside groups - Develop one, or more, speeches of your own, on topics such as “Inspiring youth through public speaking,” “How technology has short-changed the verbal communication skills of kids,” or “Changing fear to fearlessness, before it’s too late.” Reach out by email, letter, or press release, to local school and community groups letting them know of your availability as a speaker to their groups. If a club member gives a particularly effective speech, offer to try and book the speech at these types of groups, as well. If you know that a certain topic will be discussed at a future outside group meeting, encourage or assign some members to develop speeches that can be offered to be delivered there. Send out a press release in advance, if you or your members are booked to give a speech.

Write and submit articles - Provide informational articles related to public speaking. For example, if submitting to the PTA newsletter, you might develop an article that includes in-class or at-home activity ideas related to public speaking. The speech topics in the previous paragraph would also make good article topics. Be sure to include your club and contact information in your “about the author” wording.

Produce interesting video content - Videotape the members demonstrating something, or volunteering with disadvantaged youth, or being interviewed about ways they overcame fears of public speaking, and submit this to your local cable station. Parents of members can add their observations, as well.

Establish yourself as an expert - Produce a video or audio podcast series about public speaking tips and techniques, establishing yourself as an expert. Involve the members, as well. Provide links to these to local educational websites and bloggers.

