

April 2, 2021

Dear District Leader,

Many aspects of our lives look drastically different than they did a year ago. The one thing that hasn't changed is the dedication and resilience Toastmasters members and leaders demonstrate day in and day out. Throughout this global pandemic, clubs and Districts remained committed to providing a positive, uplifting environment for individuals to develop their communication, public speaking, and leadership skills. Your efforts during your term as a District leader are greatly appreciated and merit special recognition.

For the 2019–2020 program year, the Board of Directors and World Headquarters worked together to produce additional Area-, Division-, and District-level awards. We are excited to announce that, in addition to the existing recognition programs that will remain unchanged, there will again be new awards to recognize the tremendous efforts of leaders throughout the organization. Below is a breakdown of the awards and their qualifications:

## **Member Engagement**

### **Level 1 Completions**

- The Districts with the highest number of Level 1 completions reflected in Club Central for the 2020-2021 program year as a percentage of the District membership base (top three Districts per region will be recognized).
- The Areas with the highest number of Level 1 completions reflected in Club Central for the 2020-2021 program year as a percentage of the Area membership base (top three Areas per District).

### **Path Completions**

- The Districts with the highest number of path completions reflected in Club Central for the 2020-2021 program year as a percentage of the District membership base (top three Districts per region will be recognized).
- The Areas with the highest number of path completions reflected in Club Central for the 2020-2021 program year as a percentage of the Area membership base (top three Areas per District).

### **Membership Renewals**

- The Districts with the highest number of renewal payments each month (April, May, and June) as compared to the total renewal payments for the District as of March 31, 2021 (top three Districts per region each month will be recognized), the top District each month is not eligible to win in subsequent months. The top District over the three-month period will also be recognized.

## **Club Retention and Growth**

### **Club Reinstatement Incentive**

- The Districts with the highest number of clubs that utilized the current exceptions to reinstate during the 2020-2021 program year as a percentage compared to the District's club base (top three Districts per region each month will be recognized), the top District each month is not eligible to win in subsequent months. The top District over the three-month period will also be recognized.
- The Divisions with the highest number of clubs that utilized the current exceptions to reinstate during the 2020-2021 program year as a percentage compared to the Division's club base (top three Divisions per District will be recognized).

### **New Club Incentive**

- The Districts with the highest number of new clubs that used the incentive as a percentage compared to the District's club base (top three Districts per region each month will be recognized), the top District each month is not eligible to win in subsequent months. The top District over the three-month period will also be recognized.
- The Divisions with the highest number of new clubs that used the incentive as a percentage compared to the Division's club base (top three Divisions per District will be recognized).

## **Additional Recognition**

### **Area Director Club Visit Reports**

- Area Directors with 100% Area Director Club Visit Report submissions for Round 2.

### **District-Choice Award**

- Each District may set one (1) goal to achieve by the end of the 2020-2021 program year.
- The goal must be in support of (1) Club Growth, (2) Membership Payments (includes new, renewal, and charter payments), (3) Membership Renewals (renewals only), (4) Distinguished Clubs, or (5) Club Retention (compared to July 1, 2020).
- The goal must be a positive percentage.

### **Member, Club, and Leader Recognition**


Many members, clubs, and leaders have gone above and beyond in their service to the organization during these unprecedented times. Their contributions will also be recognized but are delegated to the Districts to identify deserving recipients.

District Directors are encouraged to award individuals and clubs exemplifying certain criteria for the 2020-2021 program year. Under the District Awards tab on the [Recognition Awards webpage](#), there is a list of potential awards along with a link to a customizable certificate Districts can fill-in and award.

Toastmasters International admires and appreciates the truly extraordinary efforts of District leaders who are diligently supporting their clubs and assisting members to achieve their year-end goals in these unprecedented times. Your hard work and dedication are shaping the future of Toastmasters and deserve recognition.

The description of and progress toward these awards will be posted on the Recognition Awards tab of the COVID-19 page of the Toastmasters International website in the coming weeks. More information will be shared once the website is updated. Awards will be listed in District Central and also on a public-facing recognition page on the Toastmasters website. For questions related to any of these new awards, please contact [districts@toastmasters.org](mailto:districts@toastmasters.org).

Sincerely,



Richard E. Peck  
International President 2020–2021  
Toastmasters International



Daniel Rex  
Chief Executive Officer  
Toastmasters International

*This communication is sent to all District Directors, Program Quality Directors, Club Growth Directors, Division Directors, and Area Directors.*

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