



## Educational Awards

District Resource Guide – 3

Compliments of the team for:

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Knowing that visit reports by Area Governors give some insight into who is working on educational awards, how do we go beyond these visits and find ways to encourage nominations? Providing incentives for earning awards is nice, but they are not as effective as taking the more personal approach of sending a letter or an e-mail to members who have not turned in an award submission for a while.

### Competent Communicators

Potential recipients can be easily identified in two steps. First, sort your membership list by *educational awards* to find the blank spaces. Then sort those members with blanks by *date joined*. Anyone who joined more than two years ago and still has a blank space for educational award is your target.

Your message should be one of encouragement and an offering of your help. Suggest that you can help them find speaking opportunities in nearby low membership clubs, or you can help them select speech topics. Perhaps the issue is one of record keeping at TI. You can also help them resolve those pesky computer problems at TI world headquarters.

Also consider encouraging all clubs in your District that meet only twice each month; use the fifth week of each month for a speech marathon where no club business or table topics are held. This is a meeting just for speeches and evaluations. You will find that this creates one speech marathon each quarter. If clubs meet weekly, encourage them to still do a marathon occasionally.

### Advanced Communicators

Just as above, your membership list is the key to unlocking your future Advanced Communicator awards. Since you can't tell how long ago someone earned a Competent Communicator award, look for those members designated as CTM, or ATM-B, ATM-S, or ATM-G. These are members who earned their last awards in the previous version of the communication track. If you find members with ATM and no Bronze, Silver, or Gold designation, these are probably Able Toastmasters who have not earned an educational award in close to ten years.

### General ideas for any awards

District officers have more speaking opportunities than most members. Be sure to push your District executive committee to produce communication and leadership awards. Recognize those who do at every DEC meeting. Lead by example and make sure you are on the list.

Also consider pushing your DTMs to turn in awards. It is our hope that as people progress in the Toastmasters program they are still giving manual speeches. Sometimes those who earn a DTM will stop encouraging the earning of educational awards, but you can inspire them to continue to produce awards for their clubs, and their areas. Since DTMs are by definition District leaders, you can even ask them to help out the District if you are tracking short of your Distinguished District goals.

*"Helping others helps ourselves grow and succeed!"*