



## Making the Demo Dream a Reality From Concept to Creation

Establishing a 'Demo Dream Team' in advance of the need for a demo team is a proactive and vital step in the process of continual Club Building within a District, Division or Area. The Lt. Governor – Marketing, along with the Division Governors, develop strategies to implement the 'Demo Dream Team', and personally invite Toastmasters who *enjoy* Club Building to participate. They will become your recruiters for Demos and will work with the Division Governors to help build Clubs throughout the District. **Let the District membership know who the members of the Dream Team are and how to contact them!**

### Building the Dream Team

Solicit Toastmasters from each Division (preferably 3-6 members) who will enthusiastically participate in Club Building by being a member of the District's Demo Dream Team-**this will be your elite team of experts in Club Building**  
After the team has organized, hold a Conference Call with team members to establish the goals and strategies for bringing in new Clubs in each Division  
Set a training date for all members of the Dream Team (could be a separate training session at TLI or after a District Executive Committee meeting-start early!)  
Training the Demo Dream Team will ensure successful Club Building efforts  
Inform the Dream Team of the District's overall goals as well as the Divisional Plan for achieving new Clubs

### Training the Dream Team – a Training Agenda

Outline the Step-by-step process from Demo to Charter  
Give New Club Kits for community and corporate clubs to each Team member  
Distribute the '**Dream Team Info-Packet**' which includes: extra brochures to use at demos, sample press releases for pre-demo meeting to Charter, sample agenda for demo meetings which outline meeting roles, contact information for all members of the Dream Team District-wide to enable networking and sharing of ideas, outline of the functions of New Club Sponsors and Mentors  
Train the team on how to properly do the paperwork so they can assist the New Club Sponsor if necessary  
Train each team member on how to formulate a "Dream Team" report to the Division Governor and the Lt. Governor – Marketing

### Keep the Dream Team Connected

Lt. Governor – Marketing oversees the Dream Team and receives all reports from the Division Governors and Team Members  
Develop a "**Demo Team Times**" e-newsletter for Dream Team Members to be sent on a regular basis. Include updates on all efforts, announce New Clubs as they happen, announce new leads, acknowledge the efforts, announce new members to the Dream Team and motivate the Dream Team with short articles on club building, PR for new Clubs, effective Demo meetings and relevant tips

### Recognize the Dream Team

Keep your Dream Team focused on goals, connected with each other and informed throughout the year  
Recognize your Demo Dream Team at all District Events and at the end of year

Compliments of Bash Turay, DTM, PID  
Candidate for Second Vice President  
*"Envision Our Possibilities Together"*