

TOASTMASTERS
INTERNATIONAL®

SPEECHCRAFT

What Is It and
How Can It Help Build Club Membership?



- ▶ **Understand What a Speechcraft Is**
- ▶ **Understand How to Conduct a Successful Speechcraft**
- ▶ **Be Encouraged to Encourage Your Clubs to Conduct a Speechcraft and Build the Membership of Your Area and Divisions**

What is it?

The Speechcraft Program allows experienced Toastmasters to present the fundamentals of public speaking to non-Toastmaster Members. It can be offered as an integral part of your club meeting or as a seminar-style program presented outside the club. It can be conducted in four, six, or eight sessions.

Speechcraft brings prospective new members into your club to see first hand what Toastmasters is all about.



Why would a Club Host a Speechcraft?

- ▶ *"Speechcraft provides opportunities of growth for the ones leading Speechcraft as well as the Speechcrafter."*
- **Susan Rajbhandari, DTM, District 6 Director**
- ▶ *"Speechcraft helps clubs build their membership as well as creates mentoring, communication, and leadership opportunities for their existing members."*
- **Deb Luu, DTM, D6 PQD**
- ▶ *"Speechcraft is a phenomenal resource to help provide awareness of Toastmasters and to build membership in our clubs."*
- **Linda Dorn, DTM, D6 CGD**
- ▶ *"It is one of the best promotional tools we have! It allows potential members to check us out in a low-risk way, but gain so many more benefits than by just visiting a meeting. It's like a "toe in the water" approach to gain new members. Plus, it's a lot of fun!"*
- **Kari Barlas, DTM, D6 Training Director**

BENEFITS





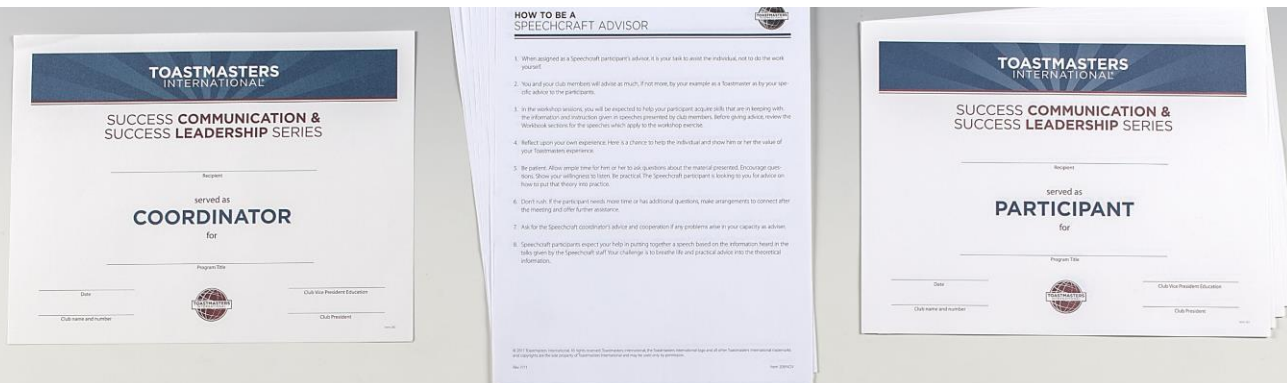
HOW TO



Legacy Speechcraft Starter Bundle



Expires June 30, 2021



Pathways Speechcraft Digital Bundle

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SPEECHCRAFT**

Upcoming job interview? Work presentation? Wedding toast?
Get the speaking skills you need now!



Come gather with us at a Speechcraft event in a fun and relaxed course setting!

Contributed by: _____
Dates and Times: _____
Location: _____
Virtual Attendance Options: ☐ Yes ☐ No
Course Details: _____


PDF 

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**TOASTMASTERS
SPEECHCRAFT**

Speak your way to extraordinary!


Get the speaking skills you need now in a fun and relaxed course setting from the public speaking powerhouse—Toastmasters.




Don't settle for giving average speeches, come gather with us at a Speechcraft course and choose through extraordinary resources at your next speaking scenario, such as:



A Job Interview



An Important Presentation



A Wedding Toast

The Speechcraft digital experience was created to help you rise above and be the best communicator you can be. Boost your confidence as you improve your communication, public speaking, and leadership skills, all within the safe environment of a Toastmasters club.

Since 1914, Toastmasters has become synonymous with excellence in public speaking through its education and training in club settings. Available in four-, six-, or eight-week programs, Speechcraft is a condensed version of what Toastmasters members experience. Sign up for Speechcraft today and see where it takes you. The possibilities are extraordinary...

© 2020 Toastmasters International. All rights reserved. Item #204 02020 www.toastmasters.org/Speechcraft

Speech Profile

The evaluation for this project is different from other evaluations in Toastmasters Pathways. For this project, you will complete a speech profile. The Speech Profile resource is designed to identify vocal variety skills the speaker uses effectively and those that can be improved.

Name: _____ Date: _____
Evaluator: _____ Speech Length: 3 – 5 minutes
Speech Title: _____

Purpose Statement

- The purpose of this project is for the Speechcrafter to practice using vocal variety to enhance a speech.

Notes for the Evaluator

About this speech:

- The Speechcrafter will present a well-organized speech on any topic.
- Listen for how the Speechcrafter uses his or her voice to communicate and enhance the speech.
- The speech may be humorous, informational, or any style the Speechcrafter chooses.
- Use the Speech Profile resource to complete your evaluation.

General Comments


You excelled at:

You may want to work on:

To challenge yourself:

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**TOASTMASTERS
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DOC 

Powerful Words




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PRJ 

Vocal Variety

Watch the video below to see how the speaker uses vocal variety to deliver their message and engage their audience.



< Previous Next >

PRJ 

Evaluation Resource

Name: _____ Date: _____
Evaluator: _____ Speech Length: 3 – 5 minutes
Speech Title: _____

Purpose Statement

The purpose of this speech is defined by the Speechcrafter. The speaker may present a well-organized, well-supported speech on any topic.

Notes for the Evaluator

The Speechcrafter completing this speech may be presenting on any topic.

About this speech:

- The Speechcrafter will present a well-organized, well-delivered speech.
- The speech may be humorous, informational, or any style the Speechcrafter chooses. The speech content and style should work well together.
- This speech should not be a report on the content of any Pathways project.

General Comments


You excelled at:

You may want to work on:

To challenge yourself:

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**TOASTMASTERS
SPEECHCRAFT**

DOC 

What is in the Pathways Speechcraft Digital Bundle?

- ▶ **A Speechcraft Coordinator Quick Start Guide**
that will be available through your "My Downloads"
with instructions to get you started
- ▶ **A Speechcraft-specific login and Base Camp page**
for your individual Speechcraft event
- ▶ **Digital learning for 5 Speechcrafters,**
available on Base Camp
- ▶ **Digital Materials for 1 Coordinator,**
available on Base Camp
- ▶ **Printable Resources**
to help you plan and organize your Speechcraft sessions
- ▶ **Marketing Materials**
to support the promotion of your event

Why Use the Pathways Speechcraft Program?

- ▶ **Participants Experience Pathways**
 - Natural Transition into the Toastmasters Current Education Program.
- ▶ **Every Speech given in Speechcraft Counts for Credit.**
- ▶ **Coordinators receive credit towards Pathways DTM.**



Speechcraft Coordinator Quick Start Guide

How exciting—you are on your way to the Speechcraft digital experience! Follow the steps below to start your fantastic journey as a coordinator:

1. Retrieve your Speechcraft Order Confirmation email—this will be the email generated after you placed your Speechcraft digital bundle order. Your order confirmation number—also referred to as the Digital Bundle Order Number—will be at the top line. If you no longer have your Order Confirmation email with the order confirmation number, it can be found in your Profile in your Order History tab. Please note: if you purchased more than one bundle in the order, your order confirmation number will be the same for all bundles.



Order Confirmation: 0123456789

Thank you for ordering from Toastmasters International! A summary of your purchase is shown below. Once your order has shipped, you will receive a follow-up email. Tracking information will be included if you selected 1-day, 2-day or courier shipping. (Tracking details are not available for standard or airmail shipping.)

If you purchased digital content, you can download it from your [Toastmasters Profile](#) under "My Downloads".

2. Click on this link <https://speechcraft.toastmasters.org/> and bookmark it for future reference. This is your access to Speechcraft. Log in to the Speechcraft Gateway using your Toastmasters membership account information.



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TOASTMASTERS
SPEECHCRAFT

3. Click on the "Create New Event" tab. You should see your club name appear. Provide the order confirmation number/Digital Bundle Order Number that you retrieved from the email. Fill out the remaining fields and hit "Submit."



Create New Event

Ready to host your first event? Start by clicking on the "Go" button for your club.

1. Choose a Club

Club Name ()

 Details saved ()

2. Provide Digital Bundle Order Number

Event Order Number ()

If you have not yet received a Digital Bundle Order Number, please visit [Toastmasters Order Base](#) to view the status of your order before returning to this page.

4. Your Event tab will populate, click on the "Go" button. This is your Speechcraft access on Base Camp; anytime you are accessing Speechcraft, you will click on this "Go" button. A quick way to confirm that you are in Speechcraft is to look for the Toastmasters Speechcraft logo on the upper left. (If you see the Toastmasters Pathways logo, then you are not in Speechcraft. Go back and click on the URL in Step 2). Please note: The Speechcraft Portal is accessed on Base Camp, but it is not the same as the Pathways Portal on Base Camp. Both portals are separate spaces, and you will not be able to toggle between the two.

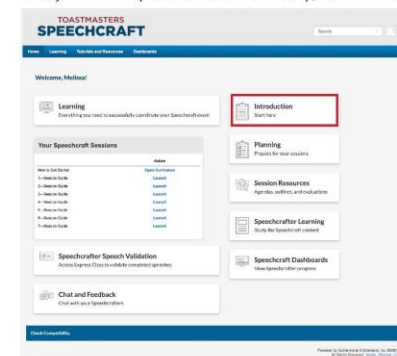


Current and Future Events



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5. Once you are in the Speechcraft Portal on Base Camp, click "Introduction" to get started.



6. Congratulate yourself for being among the trailblazers in the new Speechcraft digital experience!

A Speechcraft Coordinator Quick Start Guide

Speak your way to extraordinary!

Get the speaking skills you need now in a fun and relaxed course setting from the public speaking powerhouse—Toastmasters.



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A Wedding Toast

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Marketing Materials

Upcoming job interview? Work presentation? Wedding toast?

Get the speaking skills you need now!



Come gather with us at a Speechcraft event in a fun and relaxed course setting!

Coordinated by:

Dates and Times:

Location:

Virtual Attendance Option: ☐ Yes ☐ No

Course Details:

Event Flyer

Quick Start Preparation Schedule



speechcraft.toastmasters.org/coordinatorguide

Coordinator Overview

As a coordinator of Speechcraft, you are joining a distinguished group of volunteers who have contributed to the success of others and their clubs. Speechcraft condenses what makes the Toastmasters member experience so successful, resulting in an engaging public speaking course.

Your coordinator materials were designed so you can lead sessions that will give Speechcrafters the opportunity to improve their communication, public speaking, and leadership skills, all within a safe Toastmasters environment.



Quick Start Preparation Schedule

The milestone timelines below are intended to help you prepare for your sessions.

- > Before Event is Created
- > Six to Eight Weeks Before Event
- > Two Weeks Before Event
- > One Week Before Event
- > 48 Hours Before Event
- > During Event
- > After Event

speechcraft.toastmasters.org/create-event

Create New Event

Ready to host a new Speechcraft event? Submit the form below and you'll be on your way!

1. Choose a Club

Club Name * ⓘ

Select Club

Club URL (optional) ⓘ

2. Provide Digital Bundle Order Number

Enter Order Number * ⓘ

If you have not yet purchased a Digital Bundle, go to the [Toastmasters Online Store](#) to do so; make note of your order number before returning to this page.

3. Verify Coordinator Information

As the person creating the event, you will be listed as the coordinator. Check to make sure the information below is correct; if not, please update it on your [Toastmasters Profile](#). This is what will be provided to the attendees (Speechcrafters) you add to your event.

Coordinator Name: Colleen Marie Kelly, DTM

Email Address: tm.colleen.marie.kelly@gmail.com

Additional Contact Information (optional)

speechcraft.toastmasters.org/create-event

4. Enter Event Details

Please provide the details of your event, which will be displayed on attendees' (Speechcrafters') pages for their reference.
Note: Once you submit this form, the Event Name will not be editable; the Event Dates can be changed, but not canceled.

Event Name *

Time Zone

Number of Sessions

First Session

Date *

Start Time *

Last Session

Date *


End Time *

Day(s), Time, and Frequency 

ex: Monday and Wednesday 6:00-8:00pm MDT


Meeting Format

- ☒ Online
☐ In-Person
☐ Both Online and In-Person

Location Details 

5. Provide Attendee Price

Please provide the price you will charge per attendee, if anything * 

Select Currency 

0.00

6. Agree to Terms and Conditions

☐ I agree to the [Toastmasters Speechcraft Terms and Conditions](#)

Submit

Legacy Speechcraft vs. Pathways Speechcraft

	Legacy Speechcraft	Pathways Speechcraft
Cost	**FREE** District Provides Materials Until On Hand Supply is Depleted - No Participant Limit –	<ul style="list-style-type: none"> • \$50 for Every 5 people • \$100 for 6-10 people *The Expectation is that the Club will Purchase the Materials*
Distribution of Materials	Physical Materials - The Club will be expected to mail materials to participants -	Online Materials Toastmasters International Emails Access Information
Familiar Material	Yes	New Program
Pathways Credit for Speechcraft Speeches	1 Ice Breaker	Up to 7
Expiration	June 30, 2021	None At This Time

Pathways Credit for Speechcraft Speeches

Speeches Completed	Legacy Speechcraft	Pathways Speechcraft
1	• Ice Breaker	• Ice Breaker
2		• Ice Breaker • Research & Presenting
3		• Ice Breaker • Research & Presenting • Evaluation & Feedback – Speech 1
4		• Level 1 Completion
5		• Level 1 Completion • Intro to Toastmasters Mentoring
6		• Level 1 Completion • Intro to Toastmasters Mentoring • 1 Level 3 Elective
7		• Level 1 Completion • Intro to Toastmasters Mentoring • 2 Level 3 Electives

The members can simply mark their projects complete once they have access to Base Camp.



PROMOTION

A graphic featuring the word "PROMOTION" in a bold, white, sans-serif font, centered within a red, horizontal banner. The banner has a slight 3D effect with a dark red shadow on its right side. The banner is surrounded by several overlapping, angular shapes in blue, yellow, and black, creating a dynamic, layered background. Small, dark red triangular shapes are scattered around the banner, resembling sparks or confetti.

Reimbursement

The First

20

Completed Speechcraft Digital Bundles
will be Reimbursed by the District
Every Year!

Speechcraft Informational Webinar

- ▶ February 24, 2021
 - [Watch the Recording Now](#)



Additional Resources

- ▶ **First Look and Impression of the new Toastmasters SpeechCraft Program**
- ▶ **Speechcrafter Overview for Coordinators**
- ▶ **Getting Started on Base Camp as a Speechcraft Coordinator**
- ▶ **How to mark projects completed - Toastmasters SpeechCraft (Digital Bundle)**