



# Toastmasters Speechcraft Resource

By Program Quality Director Office | District 98

## Introduction

The Speechcraft program by Toastmasters International is a short-term workshop designed to introduce non-members to the fundamentals of public speaking and leadership. Typically lasting four to eight weeks, it offers firsthand experience in crafting and delivering speeches, receiving evaluations, and developing communication skills in a supportive environment.

Districts do not have any involvement in Speechcraft. Clubs can independently offer Speechcraft and charge participants, using it as an outreach and revenue-generating tool. (Speechcraft cannot be held as a District event).

## Key Features of the Speechcraft Program

1. **Introduction to Toastmasters:** Speechcraft serves as a gateway for non-members to experience the benefits of Toastmasters before committing to a full membership.
2. **Interactive Learning:** Participants are guided by experienced Toastmasters through a series of projects, learning by doing.
3. **Leadership Opportunities:** The program allows participants to take on roles like Toastmaster of the Day, Timer, or Evaluator, enhancing their leadership skills.
4. **Tailored to Clubs:** Individual clubs have the autonomy to organize and conduct Speechcraft. This flexibility allows clubs to tailor the program to their community's needs.
5. **Recruitment Tool:** Many clubs use Speechcraft to attract new members by showcasing the value of Toastmasters in a short, accessible format.
6. **Pathways Credit:** Participants who join a Toastmasters club after completing Speechcraft can apply credit toward Level 1 of their Pathways learning experience, providing a head start in their Toastmasters journey.

## Digital Speechcraft Bundle

Toastmasters International introduced the Digital Speechcraft Bundle to meet the demand for online learning. This digital version allows clubs to conduct the program virtually, reaching a broader audience.

24 hours after you have set up your event, you will have access to the following coordinator materials in the Speechcraft portal, that include:

1. **How to Get Started:** This resource includes a **Speechcraft Coordinator's Introduction** and **Speechcraft Coordinator Planning**, which has instructions for planning the upcoming sessions.
2. **Session Guides:** These resources are labeled 1–8. They include objectives for each session and how to prepare (Objectives and Planning), links to agenda templates (Set Your Agenda), an overview of what the session should include (Session), what to do during the Speechcraft workshop during that session (Speechcraft Workshop), and things to consider after the end of the session (Final Thoughts).
3. The **Session** section will also include a copy of the Presentation Outline for that session. This resource gives you the ability to outline the talking points that you will cover with your attendees during that session, and they are also available in the Tutorials and Resources section under **Session Resources>Education Speakers**.
4. **Speechcrafter Learning:** This is an exact replica of the resource your Speechcrafters will be using to complete their assignments. Coordinators can review the materials their attendees will be using here.
5. **Final Checklist:** Once the Speechcraft has concluded, the coordinator will complete the Final Checklist to access their certificate.

## Benefits for Speechcraft Coordinators

A Speechcraft Coordinator is a toastmaster responsible for organizing, managing, and guiding the Speechcraft program, ensuring participants gain valuable public speaking and leadership experience. Speechcraft Coordinators get the following benefits:

1. **Leadership Development:** Coordinators gain valuable experience in managing and organizing a program, refining their leadership skills.
2. **Mentorship Experience:** Coordinators mentor participants, enhancing their coaching and evaluation abilities.
3. **Networking Opportunities:** By engaging with potential new members, coordinators expand their professional and personal networks.

4. **Recognition:** Coordinators are recognized within their club and the broader Toastmasters community for their contributions to club growth.
5. **Pathways Credit:** Coordinators can also apply their work in Speechcraft toward their Distinguished Toastmaster award, contributing to their personal growth within Toastmasters.

**Important Note (this is the response from TI on Pathways Credit to Speechcraft Coordinators):**

- Only one member may be registered as a coordinator for a Speechcraft bundle. If you are holding a Speechcraft with five or fewer attendees, you will not have the ability to add any additional coordinators. If more than five attendees are going to participate in the Speechcraft, however, additional bundles may be set up and registered to other coordinators who can record and monitor the progress of the additional attendees.
- If you have volunteers to assist you with coordinating the event, I suggest that they serve as Guides for your Speechcrafters. Guides work with Speechcrafters throughout the program, and while they will not receive coordinator credit for this role, they are a crucial part of the Speechcraft program.

The Speechcraft program is more than just a workshop; it is a bridge that connects individuals to the transformative journey of Toastmasters, benefiting both participants and the clubs that host them. Whether conducted in person or online, Speechcraft equips individuals with essential skills and opens the door to continued growth and leadership within Toastmasters.

**Note:** For the TI Year 2024-25, District 98 suggests that clubs consider charging Rs. 7,500/- per participant (inclusive of all taxes) for hosting a Speechcraft program. While clubs have the autonomy to set their own pricing, this suggested fee aims to create a level playing field, ensuring that clubs do not engage in competition over hosting the program.

**Email ID of Speechcraft Team at the Toastmasters International's World Headquarters:**  
[Speechcraft@toastmasters.org](mailto:Speechcraft@toastmasters.org).

## Important Links Related to Speechcraft

- Speechcraft Content Overview  
<https://toastmasterscdn.azureedge.net/medias/files/speechcraft/493-speechcraft-content-overview.pdf>
- Toastmasters Speechcraft Experience Trailer  
<https://www.youtube.com/watch?v=wqYDBgHKFTo>
- Register as a Coordinator for Speechcraft  
<https://speechcraft.toastmasters.org/>
- Speechcraft FAQ  
<https://www.toastmasters.org/education/speechcraft/speechcraft-faq>
- Speechcraft Marketing Sales Brochure  
<https://toastmasterscdn.azureedge.net/medias/files/department-documents/marketing-documents/8628-speechcraft-marketing-sales-brochure-ff.pdf>
- Speechcraft Coordinator Quick Start Guide  
<https://toastmasterscdn.azureedge.net/medias/files/speechcraft/493qs-speechcraft-coordinator-quick-start-guide.pdf>
- Getting Started on Base Camp as a Speechcraft Coordinator  
<https://www.toastmasters.org/Resources/Video-Library/getting-started-on-base-camp-as-a-speechcraft-coordinator>
- Speechcraft Participant Quick Start Guide  
[https://toastmasterscdn.azureedge.net/medias/files/speechcraft/493pqs\\_speechcraft-participant-quick-start-guide.pdf](https://toastmasterscdn.azureedge.net/medias/files/speechcraft/493pqs_speechcraft-participant-quick-start-guide.pdf)
- TI Magazine Article on Speechcraft  
<https://www.toastmasters.org/magazine/magazine-issues/2021/mar/speechcraft-gets-an-update>
- Spacecraft Informational Webinar by TI  
<https://www.youtube.com/watch?v=ZZqPoDvNG8U&t=6s>
- Overview of Pathways Credit for Speechcraft  
[https://toastmasterscdn.azureedge.net/medias/files/speechcraft/497-pathways-overview-credit-for-speechcraft\\_2021.pdf](https://toastmasterscdn.azureedge.net/medias/files/speechcraft/497-pathways-overview-credit-for-speechcraft_2021.pdf)