



# Toastmasters International Fact Sheet

Toastmasters International is a worldwide nonprofit educational organization that empowers individuals to become more effective communicators and leaders. Headquartered in Englewood, Colorado, the organization's membership is approximately 270,000 in more than 14,200 clubs in 148 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators, and leaders.

## Founded

October 22, 1924

## Updated Brand

August 17, 2011

## Leadership

- ▶ Morag Mathieson, International President
- ▶ Radhi Spear, International President-Elect
- ▶ Aletta Roachat, First Vice President
- ▶ Stefano McGhee, Second Vice President
- ▶ Daniel Rex, Chief Executive Officer

## Benefits

- ▶ Clearer communication
- ▶ Improved leadership skills
- ▶ Enhanced teamwork
- ▶ Effective meetings
- ▶ Increased productivity
- ▶ Positive mentoring
- ▶ Complements existing training programs
- ▶ Cost effective

## Number of Toastmaster Clubs

- ▶ Worldwide clubs: 14,200+
- ▶ U.S. clubs: 6,200+
- ▶ International clubs (not including U.S.): 8,000+

## Types of Clubs

- ▶ Community (67.5%)
- ▶ Corporate (23.4%)
- ▶ Government agency (3.1%)
- ▶ College (2.9%)
- ▶ Other (3.1%)

## Notable Corporate Clubs

- ▶ Adidas
- ▶ Amazon
- ▶ Lexmark
- ▶ Oracle
- ▶ Project Management Institute
- ▶ Toyota

## **Toastmasters Member Demographics**

### **Gender distribution**

- ▶ 55.1% female
- ▶ 44.4% male
- ▶ 0.5% non-binary

### **Language**

- ▶ 39.6% of members are multilingual

### **Career status**

- ▶ 8.3% of members are students
- ▶ 62.2% work for private for-profit organizations

### **Level of education**

- ▶ 80.5% of members have a bachelor's degree (4-year equivalent) or higher
- ▶ 41.9% of members have a master's degree or higher



# The Worldwide Pioneer in Communication and Leadership Development

## *Toastmasters then... and now*

Toastmasters International is a nonprofit educational organization that builds confidence and teaches public speaking skills through a worldwide network of clubs that meet online and in person. In a supportive community or corporate environment, members prepare and deliver speeches, respond to impromptu questions, and give and receive constructive feedback. It is through this regular practice that members are empowered to meet personal and professional communication goals. Founded in 1924, the organization is headquartered in Englewood, Colorado with approximately 270,000 members in more than 14,200 clubs in 148 countries.

### **Toastmasters International Mission**

We empower individuals to become more effective communicators and leaders.

### **Toastmasters International Envisioned Future**

To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development.

### **Toastmasters International Values:**

- ▶ Integrity
- ▶ Service
- ▶ Respect
- ▶ Excellence

### **Toastmasters Then**

In 1924, Dr. Ralph C. Smedley held the first official Toastmasters meeting in a basement of the YMCA, in Santa Ana, California. Smedley began working for the YMCA after he graduated college. Observing that many of its patrons needed public speaking training, he decided to help them with a training format that was similar to a social club. At this first meeting, members practiced speaking skills in a supportive, informal atmosphere. The seedling club blossomed and by the 1930s the organization charted its first international club in Vancouver, Canada. In 1973, Toastmasters met an important milestone by opening membership to women.

Why name it “Toastmasters”? - During the early 1900s, the word “toastmaster” referred to a person who proposed the toasts and introduced speakers at banquets. Ralph C. Smedley coined the first group “The Toastmasters Club” because he thought it suggested a pleasant, social atmosphere.

### **And Now**

Since 1924, Toastmasters International has evolved into a worldwide leader in communication and leadership development for men and women. Toastmasters membership has played a critical role in transforming the world of communication – by helping millions of people improve their personal and professional speaking and leadership skills.



## Speaking and Leadership Tips from Toastmasters International

Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental. Here are 10 proven tips from Toastmasters International on how to control your butterflies and give better presentations:

- ▶ **Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language—that way you won't easily forget what to say.
- ▶ **Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.
- ▶ **Know that audience.** . Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
- ▶ **Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
- ▶ **Relax.** Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. (One one-thousand, two one-thousand, three one-thousand. Pause. Begin.) Transform nervous energy into enthusiasm.
- ▶ **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
- ▶ **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.
- ▶ **Don't apologize** for any nervousness or problem—the audience probably never noticed it.
- ▶ **Concentrate on the message– not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
- ▶ **Gain experience.** . Mainly, your speech should represent you—as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

One of the most important elements of leadership is the ability to motivate people. Without motivation, even the most skilled team of seasoned professionals is unlikely to achieve great things. A highly motivated group of talented people, on the other hand, can move mountains.

While it's true that motivating people involves more than just changing the way you speak, here are some guidelines you can follow to help build team motivation with only your words and your voice:

- ▶ **Be enthusiastic.** Enthusiasm is contagious! Before you present your ideas, think about the aspects of the subject that you find the most interesting, and don't be afraid to let that interest come through in your voice.

- ▶ **Use quotes, stories and anecdotes.** Along with their obvious entertainment value, quotes and stories can lend authority to your topic and provide concrete examples that people can relate to.
- ▶ **Speak with confidence.** Deliver your message loud and clear. Maintain eye contact with your listeners. Don't mumble or slouch.
- ▶ **Say *you* and *we*, not *I* and *me*.** . Instead of telling people what you want them to do, present ways for them to work together to achieve their goals. Involve listeners in the success of the group.
- ▶ **Keep it simple.** People aren't motivated by what you say; they're motivated by what they understand. The best way to ensure audience understanding is to break down complex ideas into simple components.

### Visit a local Toastmasters meeting

Each club has a different personality—you may wish to visit more than one. Use the 'Find a Club' tool on the Toastmasters Web site to find meetings near you: [www.toastmasters.org/Find](http://www.toastmasters.org/Find). Call or e-mail in advance (if possible) to confirm meeting time and location.



# Become the Speaker and Leader You Want to Be

## How Toastmasters Works

At Toastmasters, members learn by speaking to groups and working with others in a supportive environment. A typical Toastmasters club is made up of 20 to 30 people who meet once a week for approximately an hour. Each meeting gives everyone an opportunity to practice:

- ▶ **Conducting meetings.** Members learn how to plan and conduct meetings.
- ▶ **Giving impromptu speeches.** Members present one-to-two-minute impromptu speeches on assigned topics.
- ▶ **Presenting prepared speeches.** Members present speeches based on projects in the Toastmasters education program. Projects cover topics such as speaking, organization, vocal variety, language, gestures and persuasion.
- ▶ **Offering constructive evaluation.** Every member giving a prepared speech is assigned an evaluator who identifies speech strengths and offers suggestions for improvement.

## The Tools Toastmasters Use

Upon joining Toastmasters, each new member receives a variety of resources on how to become a better speaker and a more confident leader. Members also have access to other materials and educational resources. In addition, they receive the award-winning *Toastmaster*, a monthly magazine that offers the latest insights on speaking and leadership techniques.

## Toastmasters and Leadership

Leadership cannot be learned in a day. It takes practice. In Toastmasters, members learn leadership skills by organizing and conducting meetings, and by completing education projects. The projects address skills such as listening, planning, team-building and motivating others, and they give members the opportunity to practice such skills. Just as Toastmasters members learn to speak by speaking, they learn leadership by leading.

## Company Benefits

A company's success depends on communication. Employees face an endless exchange of ideas, messages and information as they deal with one another and with customers day after day. How well they connect and share their ideas with customers, clients and co-workers can determine whether a company grows into an industry leader or joins thousands of other businesses mired in mediocrity.

Toastmasters provides the tools that enable employees to become effective presenters and leaders – all at a very low cost averaging \$60 every six months. Toastmasters training helps employees:

- ▶ Give better sales presentations
- ▶ Hone their management skills
- ▶ Work better with fellow employees
- ▶ Effectively develop and present ideas
- ▶ Offer constructive criticism
- ▶ Accept feedback more objectively

### **Visit a Local Toastmasters Club**

Each group has a different personality – you may wish to visit more than one. Use the “Find a Club” tool on the Toastmasters website to find meetings near you. Call or email in advance (if possible) to confirm meeting time and location.

### **How to Join a Toastmasters Club**

- ▶ After you attend a meeting, you can apply for membership (minimum age 18). At the meeting ask for a membership application.

The club officer will send your application and fees to Toastmasters’ World Headquarters. Your New Member Kit should arrive in the mail in about 10 days.

# The Benefits of Toastmasters Membership

## Build a Better You

Are you looking for a fun way to improve your communication and build skills to help in your career? Toastmasters allows you to engage with people who share similar interests to you in a supportive and comfortable setting. Here's just a few of the many benefits you'll see as a Toastmaster.



Improve your public speaking skills



Build leadership skills



Gain self-confidence and self-awareness



Work on networking in a small and supportive environment



Practice writing speeches and presenting in a group setting



Receive regular and constructive feedback from peers with similar interests as you



Gain a competitive advantage in the workplace



Access to the Pathways learning experience, which is an education program that allows you to leverage over 300 practical workplace skills, including:



Enjoy unlimited personal growth

- » Interview preparation
- » Online meeting management
- » Leadership development
- » Project management
- » Conflict resolution



Maximize your potential

Toastmasters International is a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. The organization's membership is approximately 270,000 in more than 14,200 clubs in 148 countries. Members pay international dues of \$60 USD every six months, plus a new member fee of \$20 USD. With Toastmasters, the learning never stops. To learn more, visit [toastmasters.org/About](https://toastmasters.org/About).







# Toastmasters Board of Directors

## Morag Mathieson

### International President

**Morag Mathieson**, DTM, of Moehrendorf, Germany, is the new International President of Toastmasters International, the world's leading organization devoted to communication and leadership skills development. Mathieson assumed the one-year term at the organization's 2023 International Convention, held in The Bahamas, Aug. 16-19.

Mathieson is a self-employed professional development consultant and chair of the Board of the child sponsorship charity Living Water Germany e.V. Previously, she was the general manager and superintendent pharmacist for Belfast Co-operative Chemists, where she had full professional and business responsibility for a group of pharmacies in Northern Ireland. Her responsibilities included all aspects of strategy, service development and delivery. At Alliance Pharmacy, she created new business concepts including continuing professional development for pharmacy professionals.

Mathieson holds a master's degree in business administration from The Open University in Milton Keynes, England. She served on pharmacy services boards of government departments in both Scotland and in Northern Ireland. She also served on the board of USA Girl Scouts Overseas in Southern Germany, where she was responsible for finance.

A Toastmaster since 2006, Mathieson is a member of her home club, Erlangen Toastmasters in Erlangen, Bavaria. She has held a number of high-profile leadership positions within Toastmasters and has attained the Distinguished Toastmaster designation—the highest level of educational achievement in the organization.

She says, "Growth in confidence is the biggest single benefit to be gained from Toastmasters. By establishing and extending their competence in all forms of communication and leadership, members are able to make a positive impact throughout all aspects of their lives."

As International President, Mathieson is the highest ranked officer on the Toastmasters Board of Directors.

For more information about Toastmasters, visit [toastmasters.org](https://toastmasters.org).

### About Toastmasters International

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# Toastmasters Board of Directors

## Daniel Rex

### Chief Executive Officer

As Chief Executive Officer, **Daniel Rex** leads the Toastmasters World Headquarters team in providing service, resources and support to 270,000 members in 14,200 clubs in 148 countries. He works closely with the International President and the Board of Directors to develop the future of Toastmasters and create and execute plans and strategies to reach those goals.

Rex has worked for Toastmasters since 1990, and during that time he has led several departments at World Headquarters, giving him a unique perspective and an impressive depth of knowledge of the organization. In 2008, he assumed the role of Executive Director, a title that was changed to Chief Executive Officer in 2013. Rex's previous positions include Deputy Executive Director, Director of Communications and Marketing, Marketing Division Manager, and Membership Manager

Rex holds a BA degree in Modern Languages from Southern Utah University in Cedar City, Utah, and an MBA in International Management from the Thunderbird School of Global Management in Glendale, Arizona. He holds certificates from the Leadership for Senior Executives course through Harvard Business School, and the Executive Leadership Program through the University of California, Berkeley. He completed the Strategic Leadership Programme through the University of Oxford.

In addition to his Toastmasters duties, Rex serves as a member of the Key Global Associations Committee (KGAC) of the American Society of Association Executives (ASAE).

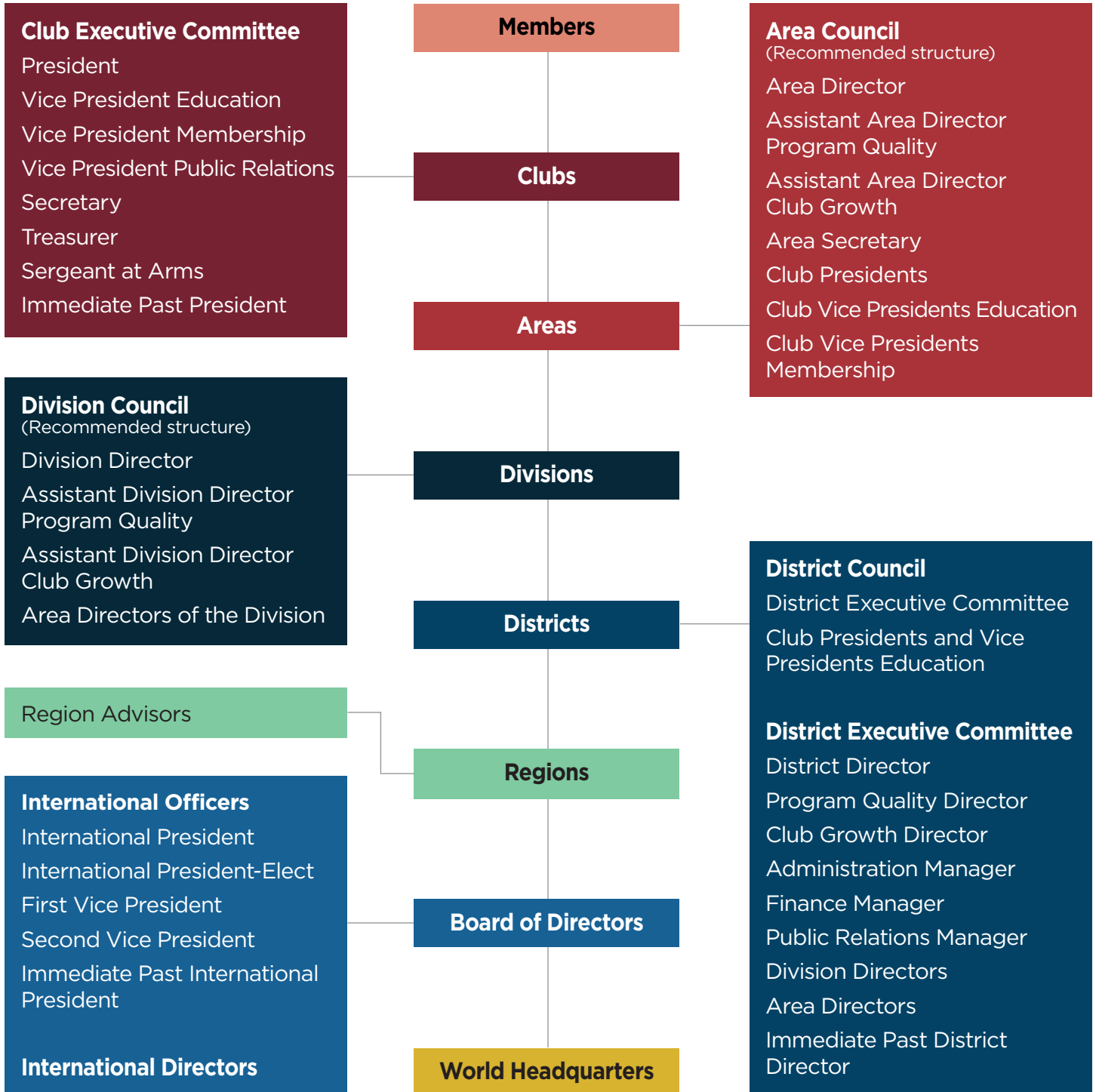
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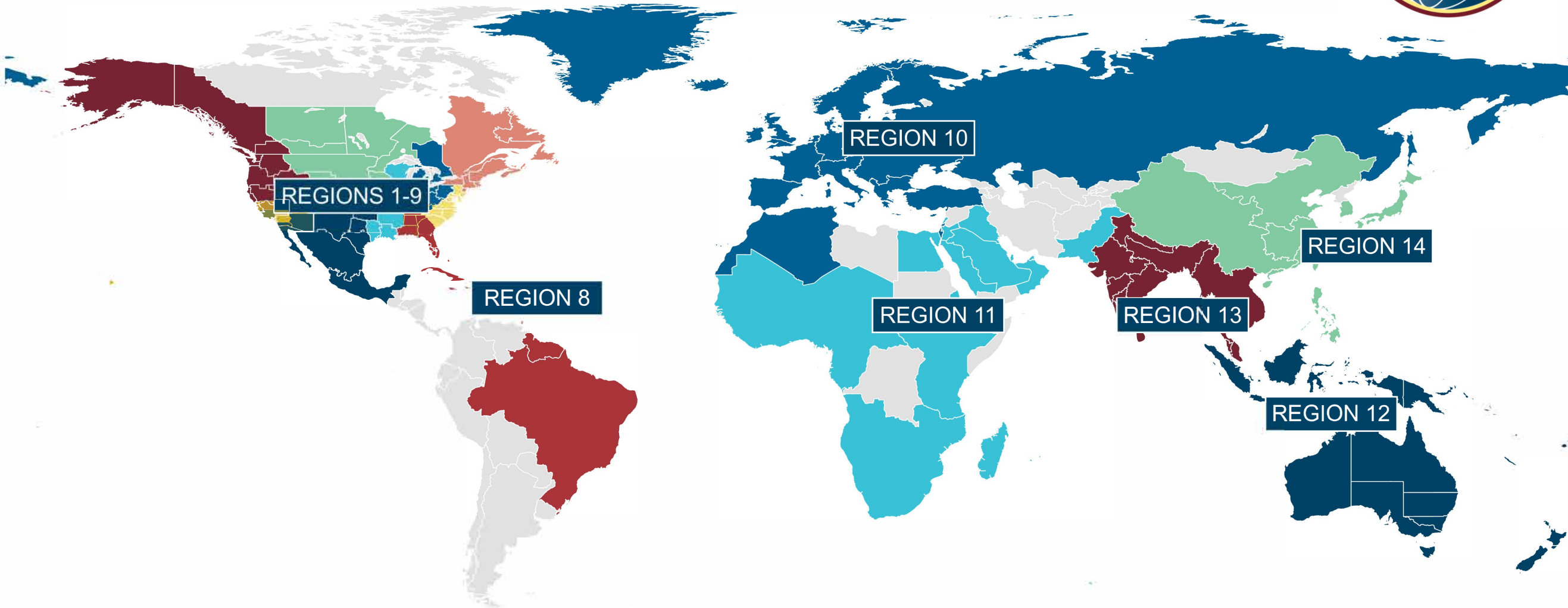


# Map of Service To Members

Members are the heart and foundation of Toastmasters International. Below is a representation of each service level in support of the member.



# Toastmasters Districts



**Regions 1-9**  
(See detailed map  
for Districts)

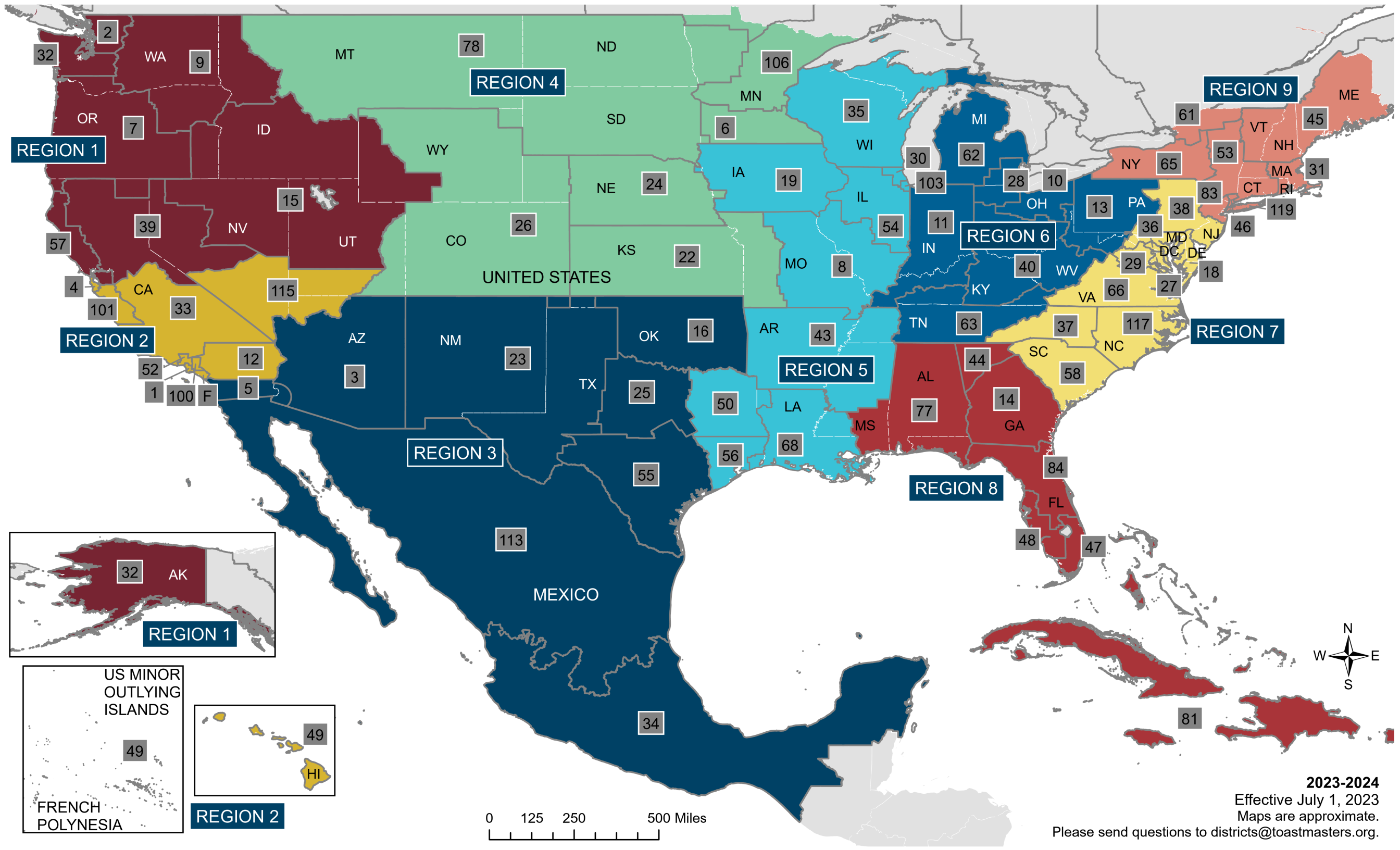
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59, 71, 91, 95,  
107, 108, 109, 110

**Region 11**  
20, 74, 79, 94, 104, 105,  
114, 116, 122P, 127

**Region 12**  
17, 69, 70, 72,  
73, 87, 90, 112

**Region 13**  
41, 51, 80, 82, 92, 97P, 98,  
102, 120, 121, 124, 125, 126

**Region 14**  
67, 75, 76, 85, 88,  
89, 93, 118, 128



REGION 1

REGION 4

REGION 9

REGION 2

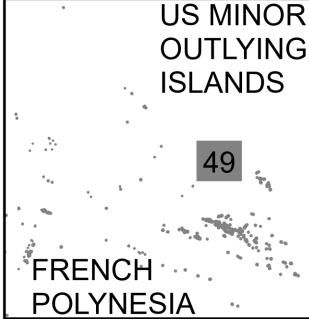
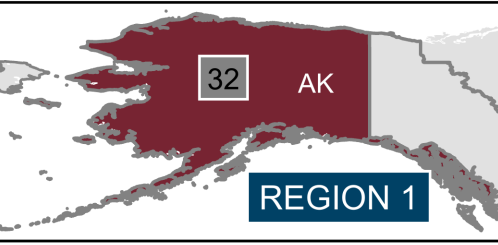
REGION 5

REGION 6

REGION 7

REGION 3

REGION 8

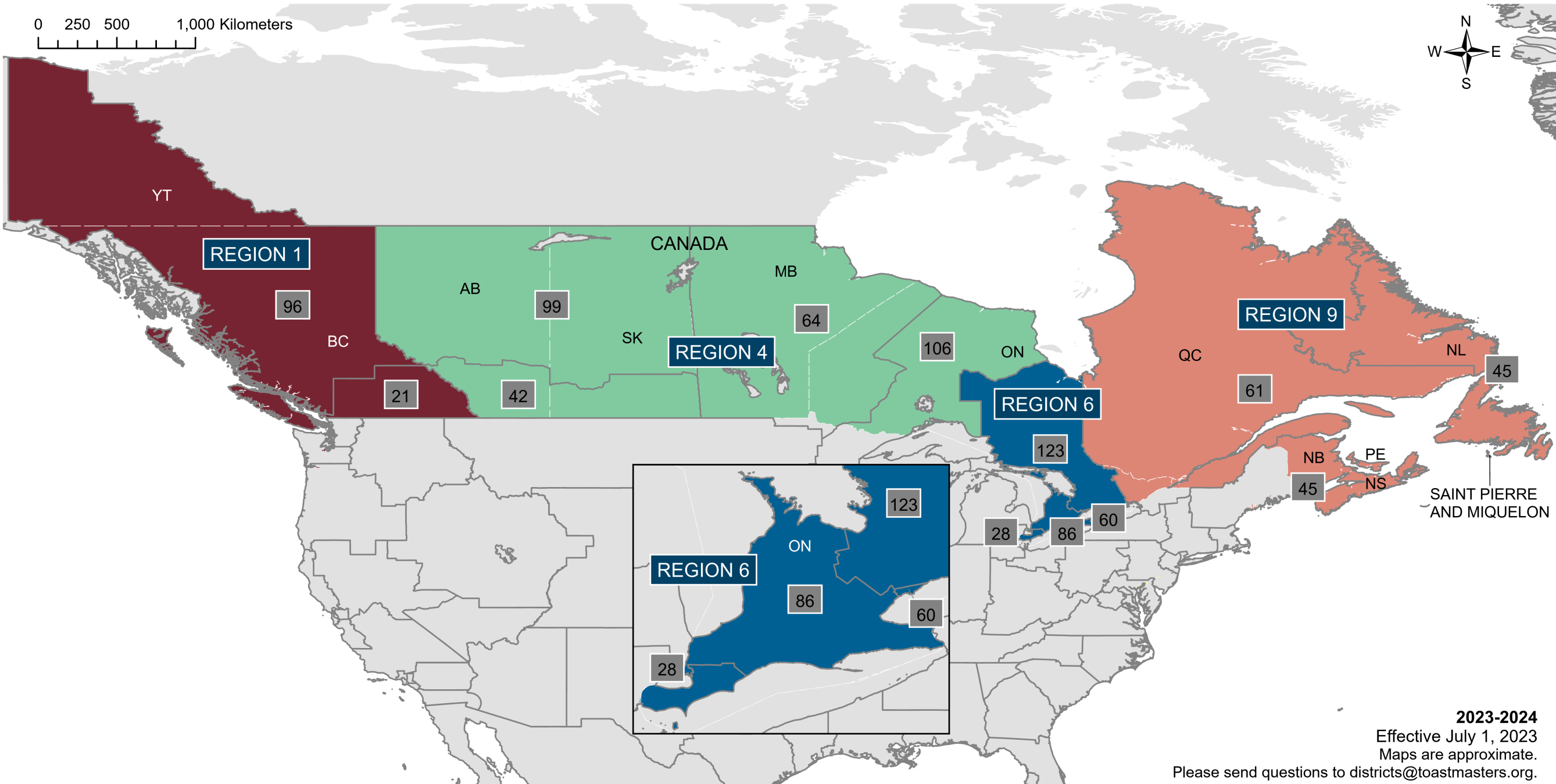


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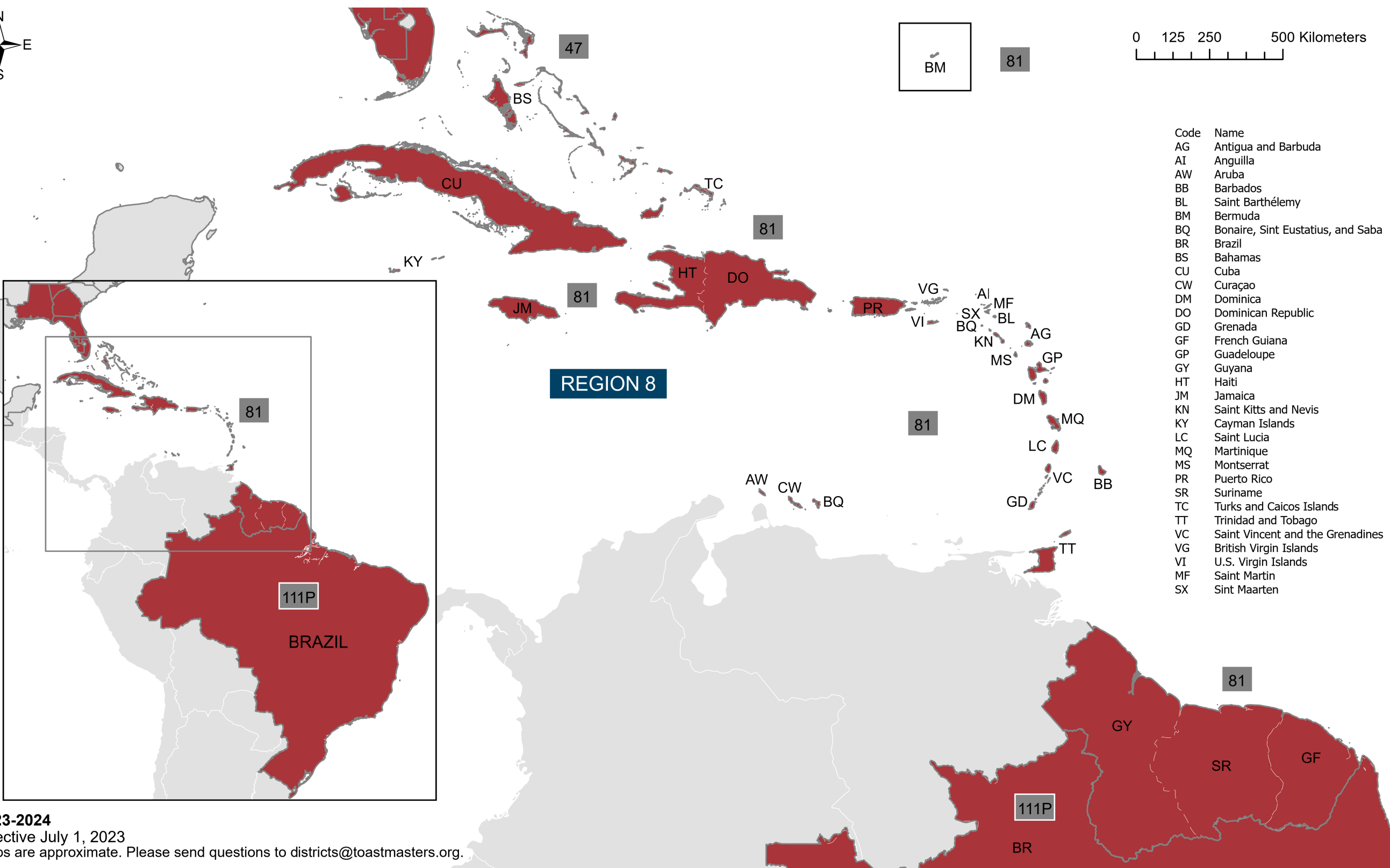


**2023-2024**  
 Effective July 1, 2023  
 Maps are approximate.  
 Please send questions to [districts@toastmasters.org](mailto:districts@toastmasters.org).

0 250 500 1,000 Kilometers

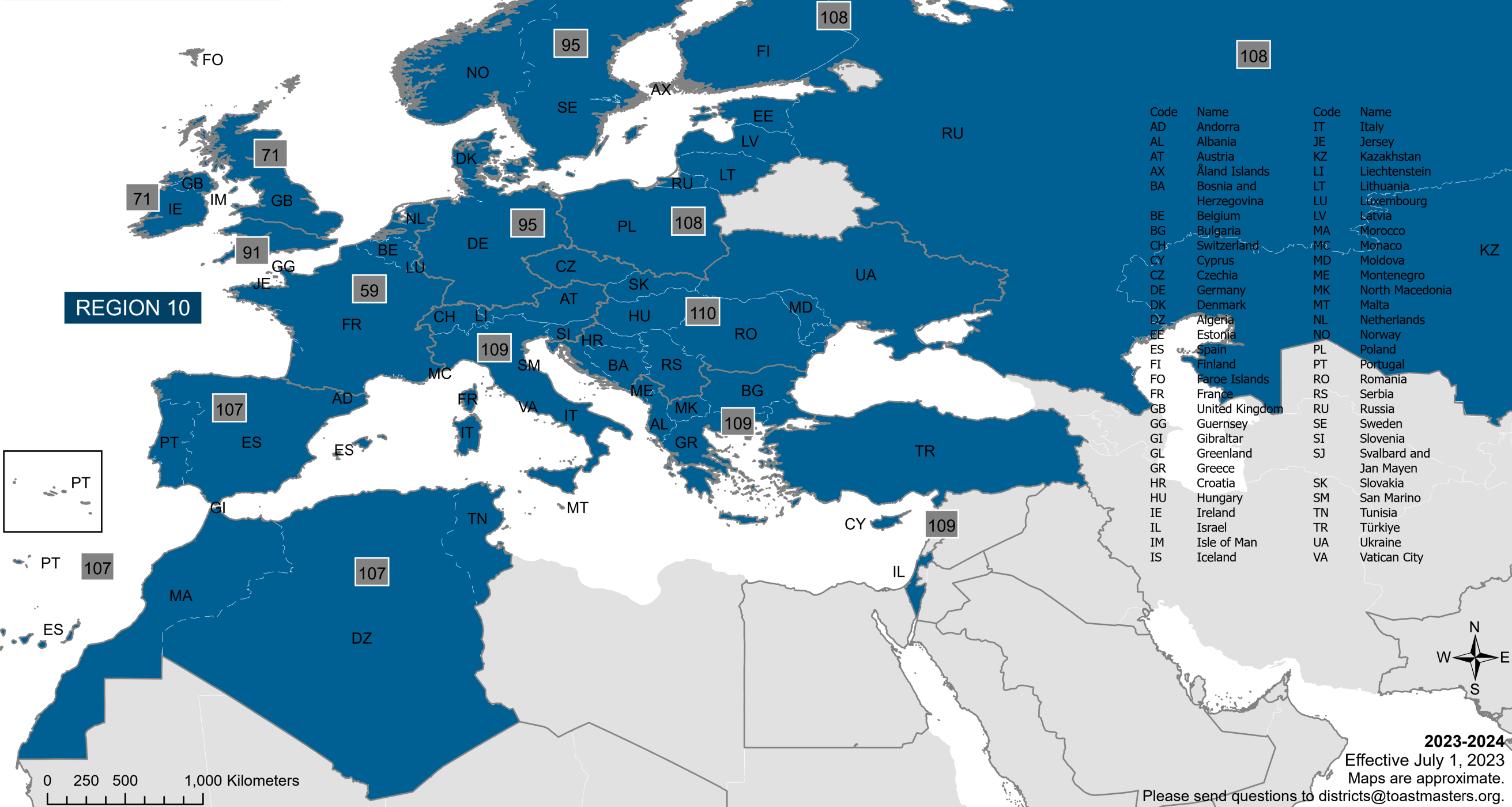


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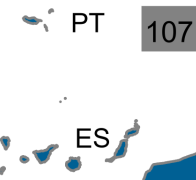
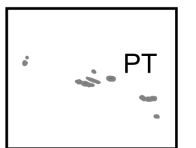
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AG	Antigua and Barbuda
AI	Anguilla
AW	Aruba
BB	Barbados
BL	Saint Barthélemy
BM	Bermuda
BQ	Bonaire, Sint Eustatius, and Saba
BR	Brazil
BS	Bahamas
CU	Cuba
CW	Curaçao
DM	Dominica
DO	Dominican Republic
GD	Grenada
GF	French Guiana
GP	Guadeloupe
GY	Guyana
HT	Haiti
JM	Jamaica
KN	Saint Kitts and Nevis
KY	Cayman Islands
LC	Saint Lucia
MQ	Martinique
MS	Montserrat
PR	Puerto Rico
SR	Suriname
TC	Turks and Caicos Islands
TT	Trinidad and Tobago
VC	Saint Vincent and the Grenadines
VG	British Virgin Islands
VI	U.S. Virgin Islands
MF	Saint Martin
SX	Sint Maarten

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**REGION 10**

Code	Name	Code	Name
AD	Andorra	IT	Italy
AL	Albania	JE	Jersey
AT	Austria	KZ	Kazakhstan
AX	Åland Islands	LI	Liechtenstein
BA	Bosnia and Herzegovina	LT	Lithuania
BE	Belgium	LU	Luxembourg
BG	Bulgaria	LV	Latvia
CH	Switzerland	MA	Morocco
CY	Cyprus	MC	Monaco
CZ	Czechia	MD	Moldova
DE	Germany	ME	Montenegro
DK	Denmark	MK	North Macedonia
DZ	Algeria	MT	Malta
EE	Estonia	NL	Netherlands
ES	Spain	NO	Norway
FI	Finland	PL	Poland
FO	Faroe Islands	PT	Portugal
FR	France	RO	Romania
GB	United Kingdom	RS	Serbia
GG	Guernsey	RU	Russia
GI	Gibraltar	SE	Sweden
GL	Greenland	SI	Slovenia
GR	Greece	SJ	Svalbard and Jan Mayen
HR	Croatia		
HU	Hungary	SK	Slovakia
IE	Ireland	SM	San Marino
IL	Israel	TN	Tunisia
IM	Isle of Man	TR	Türkiye
IS	Iceland	UA	Ukraine
		VA	Vatican City



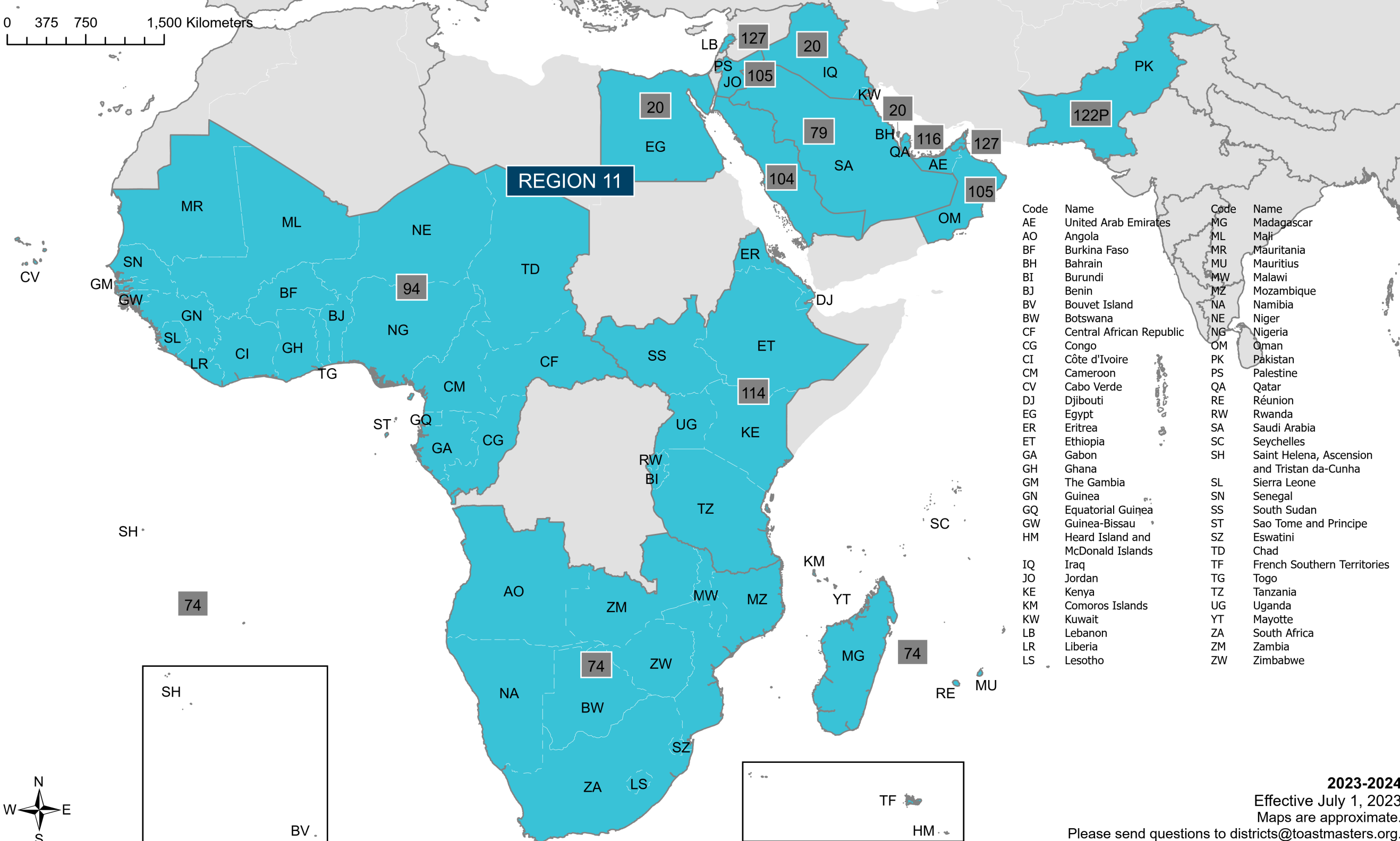
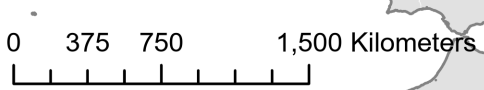
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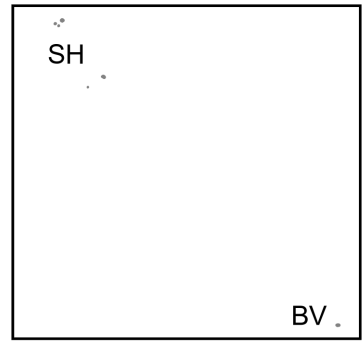
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**REGION 11**

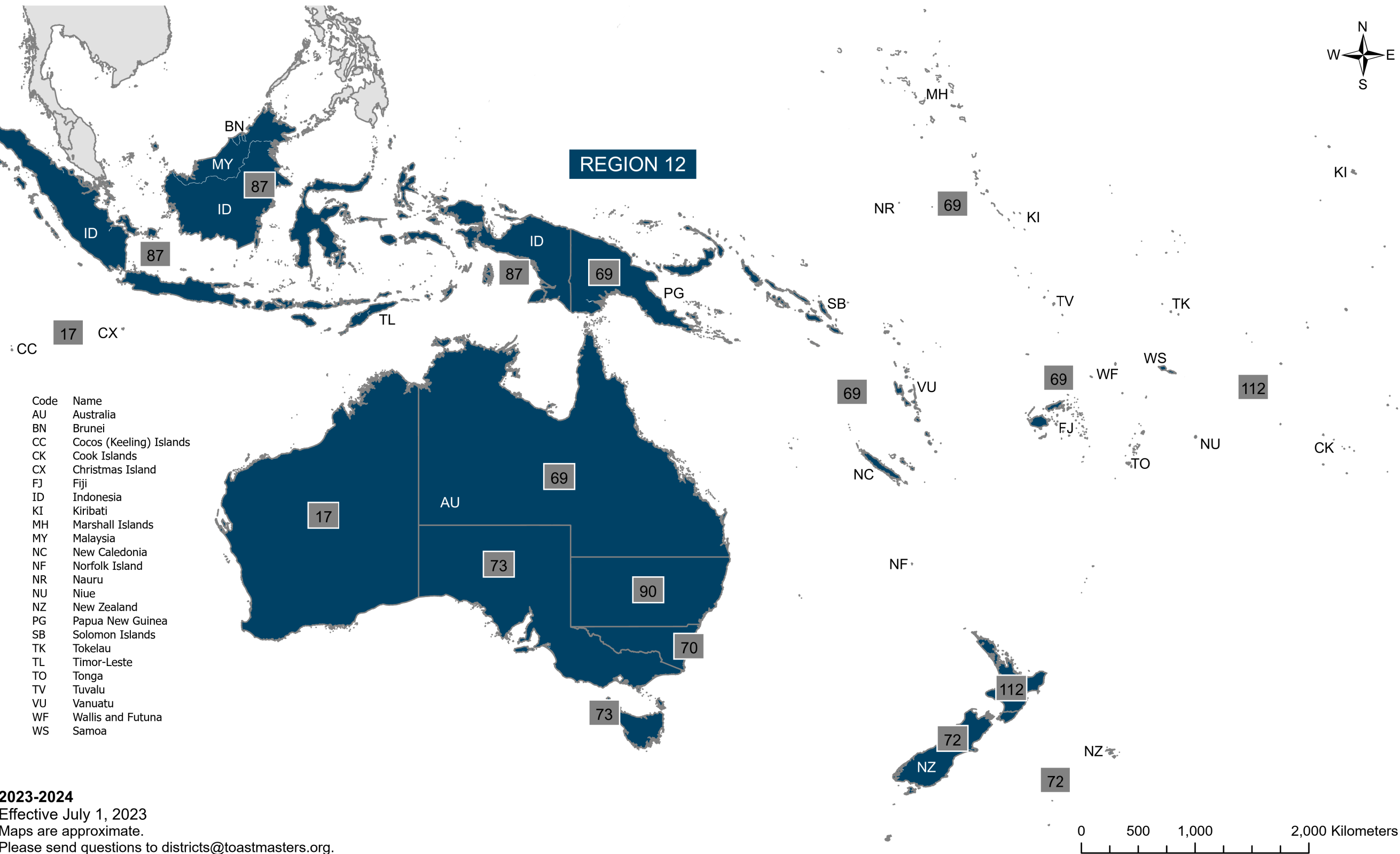
Code	Name	Code	Name
AE	United Arab Emirates	MG	Madagascar
AO	Angola	ML	Mali
BF	Burkina Faso	MR	Mauritania
BH	Bahrain	MU	Mauritius
BI	Burundi	MW	Malawi
BJ	Benin	MZ	Mozambique
BV	Bouvet Island	NA	Namibia
BW	Botswana	NE	Niger
CF	Central African Republic	NG	Nigeria
CG	Congo	OM	Oman
CI	Côte d'Ivoire	PK	Pakistan
CM	Cameroon	PS	Palestine
CV	Cabo Verde	QA	Qatar
DJ	Djibouti	RE	Réunion
EG	Egypt	RW	Rwanda
ER	Eritrea	SA	Saudi Arabia
ET	Ethiopia	SC	Seychelles
GA	Gabon	SH	Saint Helena, Ascension and Tristan da-Cunha
GH	Ghana	SL	Sierra Leone
GM	The Gambia	SN	Senegal
GN	Guinea	SS	South Sudan
GQ	Equatorial Guinea	ST	Sao Tome and Principe
GW	Guinea-Bissau	SZ	Eswatini
HM	Heard Island and McDonald Islands	TD	Chad
IQ	Iraq	TF	French Southern Territories
JO	Jordan	TG	Togo
KE	Kenya	TZ	Tanzania
KM	Comoros Islands	UG	Uganda
KW	Kuwait	YT	Mayotte
LB	Lebanon	ZA	South Africa
LR	Liberia	ZM	Zambia
LS	Lesotho	ZW	Zimbabwe



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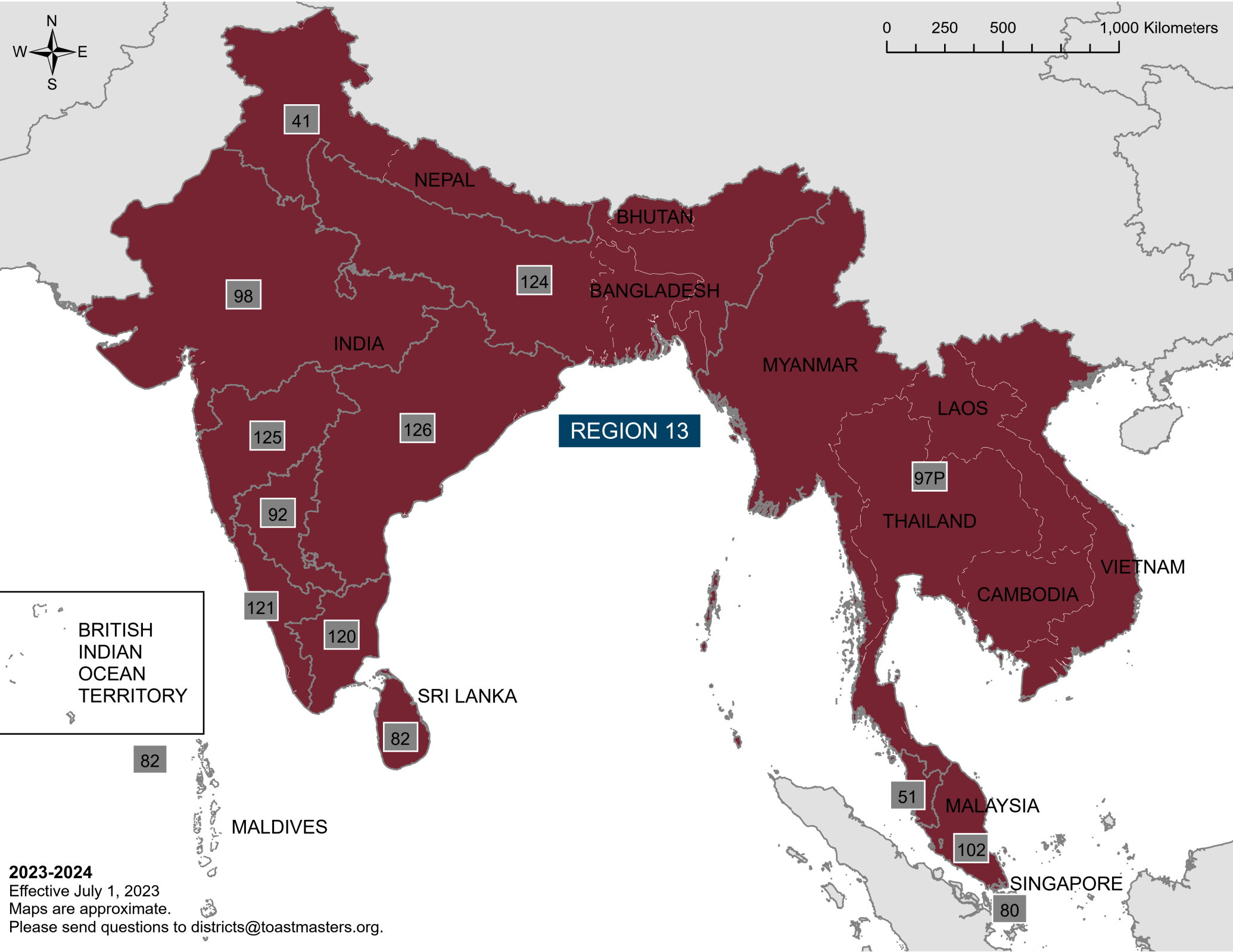
# REGION 12



Code	Name
AU	Australia
BN	Brunei
CC	Cocos (Keeling) Islands
CK	Cook Islands
CX	Christmas Island
FJ	Fiji
ID	Indonesia
KI	Kiribati
MH	Marshall Islands
MY	Malaysia
NC	New Caledonia
NF	Norfolk Island
NR	Nauru
NU	Niue
NZ	New Zealand
PG	Papua New Guinea
SB	Solomon Islands
TK	Tokelau
TL	Timor-Leste
TO	Tonga
TV	Tuvalu
VU	Vanuatu
WF	Wallis and Futuna
WS	Samoa

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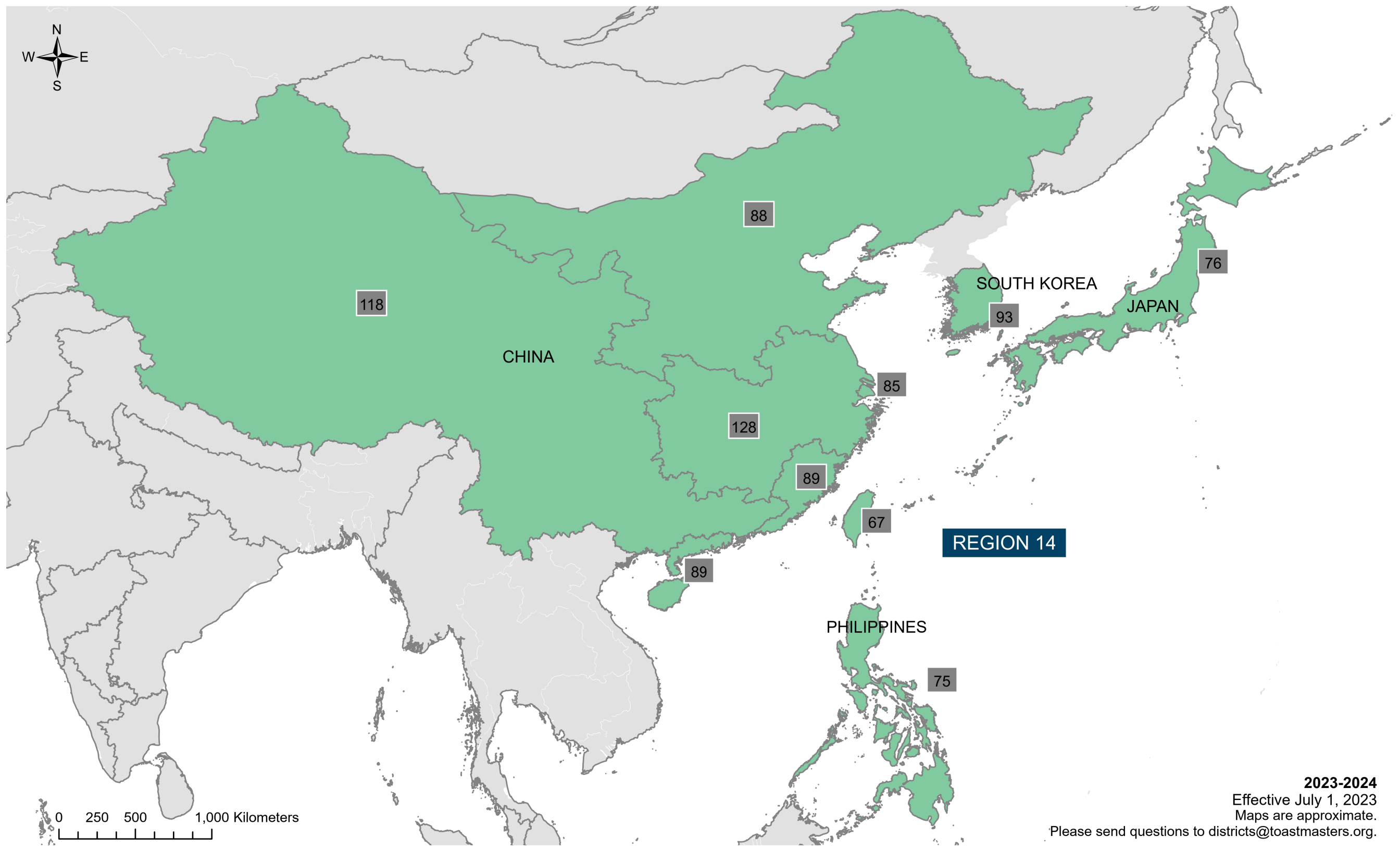




**REGION 13**

BRITISH  
INDIAN  
OCEAN  
TERRITORY

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0 250 500 1,000 Kilometers

**REGION 14**

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