



## D112 Club Growth Director Report – Wendy Wickliffe - Aug 2020

Greetings Toastmasters – as a district team we have been super busy, especially with district training, club officer training and recently training for the Trio with other Trio members throughout the world. It is great to start off the toastmasters year with direction and purpose.

### Dashboard Summary as at 9 August 2020

District Goal - Select	Actual to date	Year's Goal	Needs more	Tracking for Dist
Paid Clubs	165	170	5	98.2%
Member Payments	217	6429	6212	3.4%

### Club Membership Numbers

12 or Fewer	13 to 19	20 to 29	30 Plus
66	42	63	2

### Club Coaches

Clubs with 12 or less members can be officially supported by one or two club coaches. Nominations received so far are - 2. Coaches appointed last year – still current 14 (10 clubs) If you are **interested in being a club coach**, please contact your area director or myself. All club coaches will be supported with coach training and will have access to club support teams for resources and expertise in running quality clubs.

### Membership

Retaining and attracting new members should be the focus for all clubs in the district, especially with renewals due in September.

- Clubs are encouraged to complete a “**Moments of Truth**” for their club as an annual check in on how their club is performing. An alternative condensed version was provided at club officer training. Area directors will be organising area council meetings to review findings from the review and these meetings provide opportunities to swap and share ideas to create quality clubs
- **Open Meetings** I encourage all clubs to hold at least one open meeting before 30<sup>th</sup> September. Support and resources will be provided. Incentives as per membership building campaigns (District Newsletter).

### Key Focuses (next 2-3 months)

- Create a club support committee which will consist of various teams to support our district e.g. online review team, marketing team, resources team, new club lead/admin team, new club demo team, club coach team etc
- Review of clubs in formation and new prospects, create new teams (as above) to provide support
- Membership questionnaires to understand member demographics, member needs to shape marketing initiatives for the district.

### Help

I am looking for volunteers to join my teams. This might suit members looking for ideas on pathway projects, high performance leadership or DTM projects. Drop me an email let's see if we can help each other.