Toastmasters New Zealand North
District 112

Club Growth Director Report – James Hippolite – April 2022

CGD responsibilities - all aspects of Marketing, Club Growth & PR within the district. Support the district mission to build new clubs and support all clubs to achieve excellence.

Select Distinguished District - Goals

- 73 Distinguished Clubs out of 162.
- Grow from 162 clubs to 167

Key Performance Indicators

- 603 Club Officers trained in Round 2. Less than Round 1, but an improvement on last year.
- 108 Clubs achieved Round 2 COT. Slightly less than Round 1, again, but with 99 clubs achieving both.
- Growth in Email opt-in to District Monthly Newsletter from 2,500 to 3,351.
- 31,283 Facebook engagements. 838 click-throughs.
- 23,560 LinkedIn engagements. 352 click-througsh.

Dashboard Summary as at 12 April 2022

Only 82% of the 164 clubs with which we started the year, have renewed above 8 members. I am hopeful of clawing back a few of those 17 who are low, now that in-person meetings can proceed. That leaves 13 clubs that face either hibernation or suspension, depending on whether they can regain strength in the second half of this year.

This is a sobering reality check about the devastation that Covid Lockdowns have imposed upon us. Nothing beats face-to-face communication, as evidenced by the number of members who were not interested to renew in an online environment.

This also makes the original target – Select Distinguished District – much harder to achieve, as evidenced by the following table.

District Goal – Select	Actual to date	Year's Goal	Needs more	Tracking
Paid Clubs	134	167	33	80.2%
Member Payments	4,684	5,750	1,066	81.5%
Distinguished Clubs	15	73	58	20.5%

Area Director Peer Group Support – Keynote Speeches

Date	Topic	Presenter	Link
24-Jun-21	Immediate Checklist & Resources available	James Hippolite	https://youtu.be/iqGm4Wa1E8M
29-Jul-21	How to run an effective Area Council meeting	Rob Wightman	https://youtu.be/NBgxuzzi2e4
19-Aug-21	How to fill out the new Area Director report	Helen Hunt	https://youtu.be/4QRJDW0soUk
23-Sep-21	How to offer support that will be accepted	Vanshika Prakash	https://youtu.be/8Q5n-RbFzbU
28-Oct-21	How to motivate clubs to succeed	Hamish Van Lier	https://youtu.be/BkpH4BC0e0o
25-Nov-21	How to motivate clubs to attend club officer training a second time	Graham Gunn	https://youtu.be/KGPtPILM7f4
16-Dec-21	How to identify club coaches and the clubs that need them	Clifford Kerr-Phillips	https://youtu.be/UzIoJ7v_mKc

Many Area Directors had been distracted by Area and Division contests, as well as Club Visits. Thus, the Peer Calls in January, February and March were more intimate calls, with more anecdotal stories shared. With the lead up to the transition period in June, I'm looking for volunteers to deliver a couple of keynote speeches.

National Advertising Campaign

The joint task force with District 72 (New Zealand South) to advertise via TVNZ on Demand has just completed its month-long run. Here are the results.

Performance Measures

Impressions	130,396
Reach	102,816
Viewability Rate	97.5%
Completion Rate	98.7%
Cost Per Completion	$0.07

Top Programmes	Impressions
Coronation Street	7,428
Home And Away	7,073
Shortland Street	5,488
Killing Eve	5,155
Emmerdale	4,192
Charmed	4,031
Crime Scene Investigation	3,505
…	…
Total	130,396

I'm hopeful to receive a click-through report soon, but I'm told that engagement was positive, with some enquiries from the public registered via our joint website homepage (https://www.toastmasters.org.nz/) as a result.

District Welcome Brochure

A new District Welcome Brochure has been designed, printed and approved. The first 1000 have been ordered and will be printed and posted to the 8 Division Directors and the first 8 Clubs which responded to the survey request.

Meet the Team

Speak to any member of the team if you have any questions about any aspect of the Club Growth Director role. I couldn't do this role without their constant contributions.

Role	Name	Email Address
New Clubs Extension Chair	Richard Perkins	newclubextchair@d112tm.org.nz
Club Coaches Chair	Melvyn Powell	clubcoachchair@d112tm.org.nz
Public Relations Manager	Elizabeth Viljoen	prm@d112tm.org.nz