Club Growth Director Report – Richard Perkins – July 2022

As CGD, I support the district's mission to build new clubs and support all clubs to achieve excellence. I am responsible for developing and maintaining all the aspects of public relations and marketing as well as the growth of club membership and the number of clubs.

Every club has a public relations platform, which makes the club visible to people who are not members. This visibility is often in the form of social media and other advertising networks, and we refer to this visibility as the club's 'front door'.

Shortly, we will explore the state of our club front doors to see where we can help improve their visibility and help entice guests to meetings. In addition, the district can assist clubs financially to support this endeavour. An example of this is Facebook boosting.

I wish everyone success in preparing for the arrival of future guests with visitor books and other information your club may want to share. To support you, we have new visitor booklets available. Please ask your Division Director for copies.

I am looking to create a 'tech team' who will explore the effectiveness of the front door of clubs. Could this be you? The tech team comprises Toastmasters who are knowledgeable and familiar with using social media, websites (FTH), phone apps and other technological gizmos, including hybrid set-ups. You would be most welcome to join the group if you are tech savvy, enjoy assisting clubs and are interested in exploring the efficiency of club front doors.

My motto is 'building together, and the tech team endeavour is a game changer for all clubs. The district will benefit greatly from your work, and I thank you for your support.

I wish everyone a successful Toastmasters year as we Build Together.

Richard Perkins DTM
Club Growth Director