Club Growth Director Report - August 2022 - Richard Perkins

The Club Growth Director is responsible for the development, direction, and coordination of an overall marketing plan necessary for building new member clubs; the increase in individual membership and retaining clubs in the District; the recruitment and training of district marketing teams; and the formulation of specific membership building recognition programs. The district mission guides the CGD - to build new clubs and support all clubs in achieving excellence.

Club Growth

Good news: The first new club was chartered in July this year, and the accolade goes to the online club Northern Impromptu for their efforts. Presently, there is one corporate club and another community club nearing chartering.

We are supporting the successfully chartered new clubs with a charter kit. This includes a charter banner and other items if available from TI.

As Club Growth Director, there are several initiatives that I will be undertaking to assist clubs with their goals. We encourage club officers who have attended Club Officer training to add their opinions to this survey. https://forms.gle/dfkrJyxoztuyEneG7

The purpose of the survey is to establish what support clubs need. Armed with this information, the District can create individualised support plans or run workshops on practical topics that club officers feel would be beneficial for their clubs.

Our club support chair, Murray Coutts, is running a supportive program for clubs with low numbers and without coaches. This program is about to go on trial and will commence soon.

New club coach program: There are new criteria and changes made to the club coach program. Many clubs qualify for club coaches and may request a club coach. An online information session about the new Club Coach program is in the planning stages in preparation for release by the end of September. Further information on the presentation dates to follow.

1. To be successful as a club coach and get the Club coach credit, the club has to be distinguished. Based on the information stated at the BOD briefing. This means 5 DCP goals and a net increase in membership of 3. (The Coach won't get the credit until they have been in place for six months and the DD and Club President have approved the credit.)
2. If the club membership increases to 20 by 30 June (with 5 DCP goals), the club coach will also get the District officer Credit.

A streamlined ‘Application for funding’ form will be available on our D112 website by the end of September.

Membership
New members:
We have 56 new members in June and 50 in August, totalling 106 new members this year.

Building Together:
The Smedley membership building campaign continues until the end of September. Applications and payments for 5 new or reinstated members, with a joining date between August 1 and September 30, must be received at World Headquarters no later than September 30. The reward is receiving the Smedley ribbon from Toastmasters International. I present this as a challenge to all.

Marketing and Public Relations:
The CGD will work closely with the Public Relations Manager on her PR programs with Facebook, YouTube promotion, etc. I request that we all respond or post as often as possible on these pages. Our District Facebook page should be the primary target; sharing this with your own Facebook friends.

District YouTube channel: https://www.youtube.com/channel/UCttIdkkT2uJKgb9JYk6sRfw
District Facebook page: https://www.facebook.com/d112toastmastersnz/
District Instagram page: https://www.instagram.com/d112toastmastersnz/?hl=en

A shout out for support for our PRM: Forming teams: This project of increasing the team is crucial to D112 and especially to the growth of membership. Would you like to get involved in a project to support the District? If you have something to share or want to get involved, don't hesitate to get in touch with the Public Relations Manager, Sabrina Naseem, via email: prm@d112tm.org.nz

I appreciate your support.
As always, we are Building Together.

Richard Perkins DTM
Club Growth Director 2022-2023