Toastmasters New Zealand North
District 112

DISTRICT STRATEGIC PLAN 2022-2023

District Recognition Program – Goal – Select Distinguished District

Club Growth	Distinguished Clubs	Membership Payments
Paid Clubs Base: 144 / To Date: 145 **Goals** Distinguished 144 Select Distinguished 145 President's Distinguished 149 Smedley Distinguished 152	**Distinguished Clubs** Base: 144 / To Date: 0 **Goals** Distinguished 58 Select Distinguished 65 President's Distinguished 72 Smedley Distinguished 80	**Payments** Base: 5,002 / To Date: 217 **Goals** Distinguished 5,053 Select Distinguished 5,153 President's Distinguished 5,253 Smedley Distinguished 5,403
Select Distinguished – 145	**Select Distinguished – 65**	**Select Distinguished – 5,153**

The district recognises to achieve select distinguished district status; the focus needs to be on **reconnecting to our members**, providing **value for membership** and **supporting club officers** to run quality club meetings.

Strategies – Reconnect, Retain and Rebuild

Member Retention

- Welcome new members to D112 – new members pathway workshop – "getting started"
- Education awards monthly recognitions for level 1 (new), triple crowns, level 5, DTM
- Microlearning additional fun information (1 to 3 mins videos) to support members' learning
- Presentation Mastery path – translation to Te Reo

Club Support

- Club Support Team – workshops, webinars, individualised support as requested by clubs
- Area Director club visits valuable moments of truth – complete early
- Club Coach Program – workshop – invite to officers and clubs (recruit and support)
- Sister Divisions, Areas, Clubs – work together e.g., contests, membership campaigns etc
- Presidents Newsletter – Bi-Monthly – talking points for club business
- Recognition of club anniversaries – monthly draw

Promotion

- Monthly Marketing and communication plan – social media, advertising Google and YouTube
- Marketing material – visitor booklets, division club details insert cards, social media posts
- Prospect club enquiries managed promptly – demonstration, sponsors and mentors identified