Club Growth Director Report - October 2022 - Richard Perkins

At the training in Nashville, the one lesson I remember was that the main thing is the main thing. What is the main thing? The main thing is our District Mission: – To build new clubs and support all clubs in achieving excellence.

Where are we as at 12 October 2022

District Goal Select	Actual to date	Year goal	Need more?	Tracking
Paid Club	149 (Base 148)	149	(may loose 2)	On target
Member payments	1786	5164	3227	36%

Payments

Renewal Status	K	L	M	N	O	P	Q	R	Total
Renewals not here	1	1	4	4	1	2		1	14
Ineligible – Minimum requirement not yet met	1								1
Low - Minimum requirement not yet met	2	4	2	4	2	1	3	3	21
Verified complete -	15	13	21	14	18	18	14	12	125
Grand Total	**19**	**18**	**27**	**22**	**21**	**21**	**17**	**16**	**161**

Club Membership Numbers

Less than 12	13 – 19 Members	20 – 30 Members	>30 Members
91	41	13	1

Club Coaches

Club	Name	Club Coach	Appointment date
7543	Toast Of Broadway	James Hippolite	19 September 2022
7860039	TWG	Wendy Wyckliffe	Pending TI Confirmation
7860039	TWG	Elizabeth Viljoen	Pending TI Confirmation
9575	Te Awamutu	SURESH PALETI	Pending TI Confirmation

Becoming a club coach.

There are 91 clubs qualify for a club coach. The new Club Coach system supports clubs and will create membership growth. Aspiring club coaches need to complete the online training module, and the club's president also needs to complete this module. This club coach system is at a much higher level and almost guarantees that the club will succeed.

Our club support chair, Murray Coutts, is running a supportive program for clubs with low numbers and without coaches. This program has been trialled at a few clubs and will benefit all clubs with low numbers. I highly recommend that clubs make use of this opportunity. Don't hesitate to get in touch with me for more information.

The 'Application for funding' form has not been functioning as expected, and the issue is being addressed. Streamlining the form is a work in progress, and I apologise for not having it available in an easy-to-use format yet.

New Members
October: 61 September: 45 Total number of new members this year: 202

Building Together:
The Smedley membership-building campaign continued until the end of September. These results have not yet been compiled.
However, I have all the results from last year (July – September 2021)

Division	Area	Club Name	New Members
N	4	Biztalk Toastmasters	5
O	5	Frankliin Toastmasters	7
P	3	Cambridge Treetown Toastmasters	5
N	4	Varsity Toastmasters	7
M	3	Eden_--Epsom Toastmasters	5

Marketing and Public Relations:
The marketing plan is divided into quarterly programs to attract new members and to recognise our existing members. Working with the Public Relations Manager, we continue to promote our plans. The resources available are not widely know,and these will also be promoted. Why? To assist the clubs in gaining the members they all need.

Our District Facebook page and the advertising with Google Ads are our primary targets. Please share the D112 Facebook page 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

Lastly – new ideas
Please bring your ideas, regardless of what they may look like at first glance. As CGD, I am interested in collecting your membership-building ideas. So email me, and we can add them to the cauldron. This is a fully collaborative approach to gathering inspirational suggestions and finding valuable and even unusual ideas/programs that could be used. It will be an interesting and informative discussion to hole when we host a zoom meeting later in November

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

Richard Perkins DTM
Club Growth Director 2022-2023