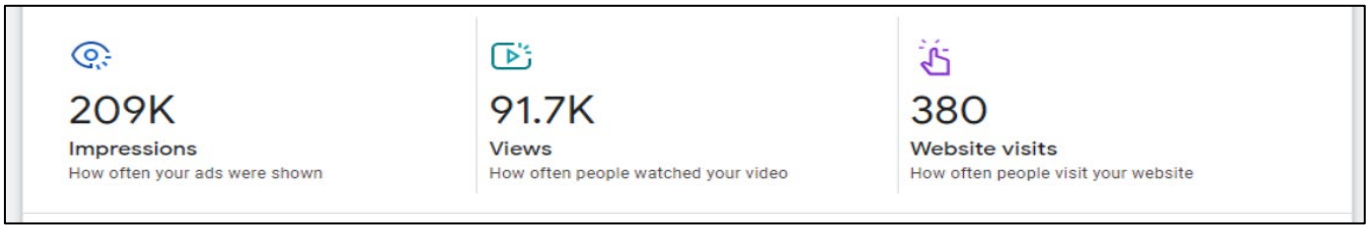
Club Growth Director Report – Richard Perkins – March 2023. (Updated on 24 April 2023)

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. Recent consistent marketing of the May Conference has had a large positive effect with the number of attendees reaching maximum on Saturday.

Stats on Google Ad video and website views



Dashboard Summary – Update as at 24 April 2023

Club totals: Base is 150 and we had 142 clubs in March. Now at 124 clubs.
Membership numbers: Base is 5015, and our membership payments is at 4301 (was 3956 at end March)
We have 11 suspended clubs, and one new club. Prospective new clubs are low with 7 prospective clubs in the TI leads system and chartering a new club is unlikely this year. (But not impossible).

The worldwide drop in membership is about 18%, we in D112 have about 20% drop. This is a sobering reality check when the world of Toastmasters is challenged by lack of membership. Going back to our face-to-face meetings is still the best form of communication training and leadership excellence and is still our desire for D112.

Our original target was to be a Select Distinguished District – This is highly unlikely, especially with much lower club numbers as shown in the following table. (Using current numbers as per our dashboard – 24 Apr 2023)

District Goal	Actual to date	Year's Goal	Needs more	Tracking
Paid Clubs	124	150	26	83%
Member Payments	4,301	5,015	804	86%
Distinguished Clubs	22	60	39	37%

Area Visits

99% of clubs were visited last year, and if not for a technical issue, we would have had 100% of clubs visited.
Thank you to all who supported this effort, and I do know that if it were not for a huge push in the last two weeks, we would have been far from this achievement. Lesson learnt: Submit reports early.

Present Tracking (6 April)

Completed 79% - 72 Clubs
Incomplete 12% - 17 Clubs
10 clubs scheduled for a visit, and 49 clubs have not yet started their visit.

General comment, that the visits should be scheduled online, before the visit is conducted. The AD Report can be completed within one week of the scheduled visit. I do thank those who have completed their reports.

District Welcome Brochure

The requirement of more District Welcome Brochures has been realized and the printing of these will happen soon. Delivery of these will be to the Division Directors who will further deliver to clubs via the Area Directors.