



## D112 Marketing Plan 2023-2024

**District Mission** - We build new clubs and support all clubs in achieving excellence.

**Purpose** – to outline the initiatives that will be implemented by the District team to achieve the District Mission, by creating a plan that is updated and improved each year based on the needs of the District.

2023-2024 Club Growth Director – Marlene Krone, DTM

QUARTERLY MARKETING CAMPAIGNS				
		Membership Dues		Membership Dues
Area	Quarter 1 1 Jul – 30 Sep	Quarter 2 1 Oct – 31 Dec	Quarter 3 1 Jan – 31 Mar	Quarter 4 1 Apr – 30 Jun
TI HQ	<b>Smedley Award</b>  5 New Members  Club Ribbon & 10% discount TI Shop  Plus \$40 USD gift voucher		<b>Talk Up Toastmasters</b>  5 New Members  Club Ribbon & 10% discount TI Shop  Plus \$40 USD gift voucher	<b>Beat the Clock.</b>  5 New Members  Club Ribbon & 10% discount TI Shop  Plus \$40 USD gift voucher
District	<b>Stuff Articles</b>  “Join Toastmasters Campaign”  Radio Advertising  5-Star Incentive  You-tube clips on Toastmasters stories	<b>Digital Advertising</b>  LinkedIn – Top Skills Employees Value  5-Star Incentive  Radio Advertising  LinkedIn Toastmasters member profiles	<b>New Year Campaign</b>  Stuff Newspaper Advertisements  Facebook Live  Radio and Newspaper promotions  LinkedIn Toastmasters member profiles	<b>The Home Stretch District Campaign</b>  Annual Business Meetings  Division and District contests  Club Officer Lists  District Office recruitment  Area Director Reports  Finish strong (DCP)
Division	<b>Plan Your Course</b>  Educational Events	<b>Area &amp; Division Conferences</b>  Promote to Members	<b>Division Conferences</b>  Promote to Members.  Educational Events	<b>The Home Stretch</b>  Club Visit Reports  DCP



	Public Relations Exercise	Educational Events Club Visit Reports Public Relations Exercise	Public Relations Exercise	Annual Business Meetings Club Officer Lists Area Direct Visit Report
Club	Open House Meetings Marketing Material Facebook Boosts Clubs VPPR meetings 5-star incentive	Open House Meetings VPPR spotlight interviews Club mentor spotlight interviews Promotion club educationals 5-star incentive	Open House Meetings VPPR spotlight interviews Club mentor spotlight interviews Promotion club educationals	The Home Stretch Marketing Material Facebook Boost Annual Business Meetings Club Officer Lists DCP

Social Media Proposal – Member Engagement and Promoting District – Divisions

Monday	Tuesday	Wednesday	Thursday	Friday
Monday Moment	Tuesday Tip	Word of the Day	Thoughtful Thursday	Friday Funny

**2023-2024 District Success Plan Targets**

	1 July 2023	Distinguished	Select	President's	Smedley
Paid Clubs	136	136	137	141	143
Membership Payments Base	4575	4621	4713	4804	4941