



District Director Report - DEC 6 July 2024

It is an honour to serve as District Director and a role that I dreamt of many years ago.

Today I share with you the vision of the District 112, for 2024-2025.

The greatest need that our District has, is to build our membership numbers, and I wish to address how we are planning to increase our membership numbers. The short answer is by advertising, mainly social media, as well as training in how to effectively use this medium.

I will use this opportunity to expand on the plan of success based on our vision of "Building Membership Together.", The benefits of the plan is to gain more members for all clubs, which also benefits the District goals.

Regarding advertising: District will provide advertising to the public encouraging visits to our clubs. Division Directors and Area Directors are already receiving training to support clubs, and more training in their social media abilities is planned. The combined efforts of District Advertising and District Training will assist clubs with their own capability to advertise Toastmasters (Why is TM still a secret??).

Clubs will also advertise and will also receive training and other support from District. These supportive sessions will start immediately in the form of online voluntary training sessions, e.g. Google business which I highly recommend. Clubs also have the incentive of the **Smedley Award** which runs from August 1 – September 30. This is a challenge I put to clubs, to gain 5 members during this period. All clubs who achieve this goal will receive the Ralph Smedley Award Ribbon.

What can the club member look forward to? For me, I look forward to meeting the new Toastmasters and listening to those wonderful Ice-breaker speeches. Clubs can look forward to less stress with more members, as new blood members bring a new level of enjoyment for all. We have a fantastic organisation, and we want to make our Toastmasters community as strong as can be.

Concerning the four speech Contests for 2024 – 2025. I recommend to DEC that the speech contests are to be the Humorous, Table Topics and Evaluation contests. The International Speech contest is a requirement set by TI. Once the DEC approves this recommendation, I will ask our PQD to advise of this selection to all clubs, within one week of the meeting.

I can inform everyone that the Visitor Booklets have already been printed and will be available today. Although there is more in the plan, I look forward to sharing more details, as we all come together and take this plan on board. We are entering our new year – and we are ready to make a great success of the next 12 months.

Richard Perkins DTM

D112 District Director 2024 - 2025