Toastmasters New Zealand North
District 112

D112 Marketing Plan 2024-2025

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.

2024-2025 Club Growth Director – Mark Tweedale

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	Smedley Award 5 New Members Club Ribbon & 10% discount TI Shop	12 Oct – PR Success Conference 22 Oct - Celebrating 100 th year of TM Guest invitation week Masterclass	Talk Up Toastmasters 5 New Members Club Ribbon & 10% discount TI Shop	Beat the Clock. 5 New Members Club Ribbon & 10% discount TI Shop
District	Stuff Articles "Join Toastmasters Campaign" You-tube clips on Toastmasters stories Linkedin – Top Skills Employees Value LinkedIn Toastmasters member profiles Plus One Pledge Super Star Challenge	Digital Advertising "Join Toastmasters Campaign" You-tube clips on Toastmasters stories Linkedin – Top Skills Employees Value LinkedIn Toastmasters member profiles Plus One Pledge Super Star Challenge Membership growth incentive	New Year Campaign Facebook Live promotions Linkedin – Top Skills Employees Value LinkedIn Toastmasters member profiles Plus One Pledge Super Star Challenge	The Home Stretch District Campaign Annual Business Meetings Division and District contests Club Officer Lists District Office recruitment Area Director Reports Finish strong (DCP) Plus One Pledge Super Star Challenge

Division	Plan Your Course Educational Events Public Relations Exercise DCP goals	Area & Division Conferences Promote to Members Educational Events Area Direct Visit Report Public Relations Exercise PR Masterclass Revisit DCP goals	Division Conferences promote to Members. Educational Events Public Relations Exercise Revisit DCP goals	The Home Stretch Revisit DCP goals Annual Business Meetings Club Officer Lists Area Direct Visit Report
Club	Open House Meetings Marketing Material Facebook Boosts Plus One Pledge Super Star Challenge	Open House Meetings VPPR spotlight interviews Club mentor spotlight interviews Promotion club educationals Revisit DCP goals VPPR Peer meetings Plus One Pledge Super Star Challenge	Open House Meetings VPPR spotlight interviews Club mentor spotlight interviews Promotion club educationals Revisit DCP goals VPPR Peer meetings Plus One Pledge Super Star Challenge	The Home Stretch Marketing Material Facebook Boost Annual Business Meetings Club Officer Lists Revisit DCP goals Plus One Pledge Super Star Challenge

2024-2025 District Success Plan Targets

	1 July 2024	Distinguished	Select	President's	Smedley
Paid Clubs	126	126	127	130	133
Membership Payments Base	4,509	4,555	4,645	4,735	4,870