



D112 Marketing Plan 2025-2026

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.

2025-2026 Club Growth Director – Sandeep Kinge, 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	Smedley Award 5 New Members Club Ribbon & 10% discount TI Shop Plus \$40 USD gift voucher TI Recognition Programme	TI Recognition Programme	Talk Up Toastmasters 5 New Members Club Ribbon & 10% discount TI Shop Plus \$40 USD gift voucher TI Recognition Programme	Beat the Clock 5 New Members Club Ribbon & 10% discount TI Shop Plus \$40 USD gift voucher TI Recognition Programme
District	Stuff Articles “Join Toastmasters Campaign” Radio Advertising 5-Star Incentive You-tube clips on Toastmasters stories LinkedIn Videos, Facebook Couples Voices	Digital Advertising LinkedIn – Top Skills Employees Value 5-Star Incentive Radio Advertising LinkedIn Toastmasters member profiles LinkedIn Videos, Facebook Couples Voices	New Year Campaign Newspaper Articles Facebook Live Radio and Newspaper Promotions (ex. Expo) LinkedIn Toastmasters member profiles LinkedIn Videos, Facebook Couples Voices	The Home Stretch District Campaign Annual Business Meetings Division and District contests Club Officer Lists District Office recruitment Area Director Reports Finish strong (DCP) Radio Advertising



Toastmasters New Zealand North District 112

				LinkedIn Videos, Facebook Couples Voices
Division	Plan Your Course Educational Events Public Relations Exercise Division Conferences	Area & Division Conferences Promote to Members Educational Events Public Relations Exercise (workshops)	Division Conferences Promote to Members. Educational Events Public Relations Exercise	The Home Stretch DCP Triple Crown - Group/list Division Conferences
Club	Open House Meetings Marketing Material Facebook Boosts Clubs VPPR meetings 5-star incentive Social events (BBQ night, bowling night) Club coach spotlight interviews	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 5-star incentive	The Home Stretch Marketing Material Facebook Boost Annual Business Meetings Club ExCom Promotion Club coach spotlight interviews DCP Triple Crown - Individual 5-star incentive

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



Toastmasters New Zealand North District 112

2025-2026 District Success Plan Targets

	1 July 2025	Distinguished	Select	President's	Smedley
Paid Clubs	123	123	124	127	130
DCP	51	51	58		
Membership Payments Base	4512				