

CLUB GROWTH DIRECTORS' DISTRICT 112 REPORT September 2018

Report from Sharon Kerr-Phillips

Club Growth Director 2018 – 2019

ROLE AND RESPONSIBILITIES

- Design and implement the marketing plan for the District
- Provide teams, tools and workshops to help build membership growth
- Provide support and resources to help struggling clubs and assist with membership retention
- Initiate and support the chartering of new clubs

DISTRICT GOAL:

- At a minimum, to end the 2018 -2019 Toastmasters Year as a Distinguished District
- To leave the District in a strong position for the 2019 – 2020 Toastmasters Year

Criteria	Goal	Base
Club Growth	Net growth of 5 clubs	3% on 163
Membership Payments	195 more payments	3% from a base of 6,485
Distinguished Clubs	66	40% on base of 163

CLUB MEMBERSHIP AT A GLANCE (BASE)

12 or Fewer	13-15	16-19	20+
26	16	27	96
16%	10%	16%	58%

VISION:

Hit the ground running quickly:

- Start advertising early
- Public Relations Manager to establish a vibrant District website and social media platform
- Division Directors to support Area Directors in making their first club visit very early on in the year to enable the quick identification of clubs needing support.
- Support Division and Area Directors to hold meetings with key players to start new clubs early in the year.

Provide Hands on support of clubs:

- Appoint a team to coordinate the **creation and distribution** of the flags, billboard kits and visitor brochures
- Appoint a **District Facebook / Social Media support person** to co-ordinate and support a marketing support team
- Create a **marketing support team** with a representative from each Division to assist clubs in gaining optimal benefit from their Facebook page and other forms of social

media

- Arrange **monthly marketing calls**
- Appoint **two club coach mentors** to help identify potential club coaches and to support club coaches
- Hold monthly club coach conference calls
- Assist with conflict resolution by appointing an approachable “go to” **person who is well versed in conflict resolution**
- Support Division and Area Directors to assist clubs in not missing their membership renewal deadlines. Appoint someone to **help identify historical trends of late payment** and to provide support around the different timeframes and approaches required at times by corporate clubs. (This has become even more important as members lose access to Pathways should the membership renewal deadline be missed.)
- Hold “hands on” club **sponsor and mentor workshops** (run by members needing to complete their HPLs)

Recognition and support of membership building campaigns

- Identification and support of members needing to complete HPLs to run membership building campaigns and / or workshops
- Assist members to find low cost venues to run membership building workshops
- Provision of **promotional funding** to assist clubs to retain and build their membership
- **Recognition of Area Directors** who have facilitated most of their clubs running membership building campaigns
- **Recognition of clubs** on Facebook, in newsletters and at Area / Division / District events, who achieve TI membership campaign ribbons (**Smedley Award, Talk Up Toastmasters, Beat the Clock**)

Encourage Pathways to be appreciated as an opportunity rather than a barrier

- Maximise and highlight the numerous benefits of Pathways when approaching corporate club leads
- Provide Division and Area Directors with tools to assist them in marketing the benefits of Pathways to organisations
- Support Area Directors in the early identification of clubs where resistance to Pathways may have the potential of causing a club to fold

INITIATIVES:

- **Phantom billstickers** to be strategically placed in areas of lower membership or where new clubs are being formed
- **Flag on a metal base** and a **tear shaped flag** to be provided to Divisions for multi-purpose use amongst clubs.
- Billboards have proved effective in raising the profile and awareness of Toastmasters and in attracting guests to clubs. Provide Division Directors with **two billboards kits** each to be moved around where needed most
- District 112 Toastmasters presence at **Trade Shows** throughout the different divisions
- Clubs are to be provided with District 112 **Visitor brochures**
- New club and existing club **tiered promotional funding** available (higher levels of funding available July – September)
- Hold two **corporate functions** (HPL opportunities for members) to encourage the start of additional corporate clubs and the support of staff attending community

- clubs
- **Facilitate member participation at community events**, designed for personal self-development, to help raise the profile of Toastmasters

PROGRESS TO DATE:

- **Phantom Billstickers** have been booked throughout the year with the first campaign starting on the 29th July 2018
- **Kingsley Moody** has distributed two billboards to each Division Director and we have started to receive calls and texts from these,
- Production of **flags** was placed on hold, pending the outcome of the final decision regarding the website. These flags may be used for a few years, so it is important they reflect a website address that will be operational for many years. We look forward to being able to distribute these to each Division.
- **Flags designs** have been sent to Toastmasters International for branding approval
- Most Area Directors have visited all their clubs and many have submitted their **Area Director club visit** reports. The proactive approach the Area Directors have taken is much appreciated, we are most fortunate in having an incredible team.
- Printing of the new Visitor Booklets was placed on hold pending finalisation of the website URL. This facilitated additional discussion of the new Visitor packs at last weekend's District Officer training, which has resulted in a few positive changes. The final draft of the new **Visitors pack** is being proofread this weekend and should be printed next week.
- The Division and Area Directors were asked to comment on the two versions of the website. We are hoping the decision re our new **District website** will be made by our Public Relations Manager very soon.
- **Allister** Laurent, as our, **District Facebook / Social Media support person** has recently been given the go ahead by our Public Relations Manager to request a Facebook account manager. We trust this will result in a dynamic and effective Facebook page to promote Toastmasters throughout the District.
- Allister is holding monthly conference calls with the **Division Marketing Support representatives** from each Division. This team is working at generating great content for our District Facebook page. The team have been sharing excellent ideas on how to further promote Toastmasters.
- We have identified Trade Shows and similar events throughout District 112, which we believe will be of benefit to clubs. Please do not hesitate to contact us should you come across any opportunities you consider worthwhile.
- There are **clubs in formation** in most Divisions and we appreciate the support these clubs have been given. (More details to follow below) Take the opportunity to follow and support these clubs via the District Facebook page and soon via the District website as well.
- **Laurel Francis** our **Club Coach Mentor** will be holding monthly conference calls with our club coaches. Laurel is also assisting the District in ensuring all clubs under 12 members are appointed carefully chosen and well-matched club coaches (unless the club decides to not take up the opportunity to appoint coaches). Club coach appointment requests have been submitted to Toastmasters International.
- **Felicity Hopkins** has been available as our "go to" **person** who is **well versed in conflict resolution**.
- **Stephen Lindsay** has been in contact with Division Directors to identify which clubs would like assistance in encouraging membership dues are paid in time. We have noted that a higher number of corporate clubs than usual have paid their membership fees to date already.

- A few members have used the **email templates, promotional posters and information on Pathways** provided to approach corporate leaders. This seems to have been successful with a few demonstration meetings having been held so far.
- A few prospective **club coaches, mentors and sponsors** have been identified and assigned. Please encourage any interested members to contact me should they wish to be given the opportunity to coach, sponsor or mentor a club.

UPDATE OF LAST WEEK

This last week has been a most productive and successful week:

- Our **Reginal Adviser, Coral McVean** visited and supported our District for five days. The two **training sessions** Coral delivered at our District Training weekend were most valuable.
- On Tuesday the **11th of September** we held a successful **Corporate Breakfast** with three prospective corporate clubs being identified. Appointments for further discussions have been scheduled over the next fortnight.
- A team, including **Coral McVean**, made cold calls after the breakfast on Tuesday, one of which resulted in a demonstration meeting being scheduled.
- On Tuesday evening, **BHive Toastmasters** (in formation) held their first demonstration meeting with over 30 people attending.
- On Wednesday we promoted Toastmasters at a booth at the **NZMA Careers Expo**. A big thank you to those who assisted with this most successful initiative.
 - This expo attracted students undertaking tertiary studies and resulted in us obtaining six pages of prospective new members. Our Public Relations Manager is collating these leads for distribution to clubs.
 - In addition, we have three store exhibitors exploring the possibility of starting corporate clubs.
 - We also spoke to Youth Line and are looking at the possibility of holding a Youth Leadership during the Youth Line holiday programme.

TOASTMASTERS INTERNATIONAL CONVENTION IN CHICAGO

The opportunity of interviewing the international candidates for election was a most interesting experience. In addition to ensuring we selected the most suitable candidates for our proxy votes for our District, this also resulted in us gaining new marketing ideas and suggestions on how to approach various sectors. Please do not hesitate to contact me should you want to hear more.

The Club Coach Director specific training was outstanding. The person teaching us how to promote Toastmasters and overcome objections was exceptional. Again, please do not hesitate to contact me should you like to find out more.

Pat Johnson delivered an excellent presentation on starting and maximising the Toastmasters experience for corporate clubs. Watch this space to see how we endeavour to implement what we have learned.

[Mohammed Murad](#) delivered an inspirational keynote speech on the five H's of leadership. He certainly motivated us to strive to become the best leaders possible.

Our trip to Chicago reinforced how privileged we are to have a trio who share the same vision and embrace the same values.

I have not detailed all the clubs in formation, nor the potential new club leads throughout the Division. Please refer to the Division Director Reports and keep an eye on our Facebook

page and website for the ongoing progress of our new and existing clubs.

THANK YOU:

Finally, a huge thank you to our amazing Division Directors who seem to be tireless and have illustrates they have the passion and commitment to ensure every club is given opportunity to achieve the very best for our members this year.

A big thank you to Murray for his commitment and hours of hard work ensuring we present you with a well-researched and carefully thought out budget.