



Club Growth Director's Report - February 2020

Greetings Fellow Toastmasters,

With the first half of the Toastmasters year now complete, I am happy to report that to date both the Marketing Plan and club growth for District 72 are progressing on target.

As Club Growth Director, I am pleased to report that membership growth is on target to reach Select Distinguished status for the 2019/20 Toastmasters Year. Three new clubs have chartered since July 2019 with one more club ready to charter in the New Year.

Unfortunately, we have lost one club but, we are actively working to ensure no more clubs are lost.

With regard to struggling clubs, we are working to reduce the number of clubs under twelve members and also to support club coaches. We have run two club coach zoom meetings and more coaches are to be appointed to struggling clubs in the New Year.

As a District, we have adopted an aggressive advertising strategy.

Advertising promotions so far:

- "Back of the Bus" campaign in Christchurch
- Car bumper stickers have been distributed throughout the District
- Billsticker campaign in Wellington
- Corporate special event in Wellington

Still to come this year:

- A major internet campaign on "Stuff" starting in January 2020, should be well underway by the time of our February meeting
- Billsticker campaigns involving up to five more cities with a February/ March timeline at this stage
- Advertorial campaigns in areas that haven't benefited from other promotions

Promotion funding applications have been received and six have been approved at the time of writing this report.

See you all in February.

Regards,

Basil Moskovis DTM

District 72 CGD 2019/2020