



Club Growth Director

Pre-July report

District 72 Club Growth Director 2020-2021

Kathryn Duncan DTM

20 June 2020

Club Growth Director 2020-2021 Role and Responsibilities:

- Provide tools and knowledge for membership growth
- Create the overall marketing plan for the District
- Provide support for new clubs in the process of trying/chartering
- Provide resources to help struggling clubs and assist with member retention

My personal goal for this role:

- Recognise and value each and every member.
- Ensuring the individual member has a voice in this district
- When clubs are struggling – I want to understand:
 - Why is it struggling, what are the reason/s?
 - Is it a reoccurring problem, how frequent, what has worked precious, what has changed?
 - Why is it a club worth fighting for? What is the individual WOW factor? These are questions I will be working with the clubs and the Area Directors to find answers and promote solutions.

The Club Growth Director is not a one-person position, the role will be successful when District 72 work together. This role is challenging and demanding, yet I believe it will be rewarding seeing club members become better speakers and better leaders through personal and club growth.

“Stay afraid, but do it anyway. What's important is the action. You don't have to wait to be confident. Just do it and eventually the confidence will follow.”

Carrie Fisher

Covid-19 virus is our biggest concern regarding our membership; however, this is also our best opportunity to try a new approach to supporting all our clubs. If clubs embrace online membership as well as in person, then clubs are not restricted by geographical boundaries. It is therefore up to clubs to be the best they can be and promote themselves outside the 'usual' box.

I will be working very closely with our Public Relations Officer Tianyuan Qu, (Tian). Tian will be looking at keeping our Facebook page relevant to our target audience – our target audience are guests and future new members. Facebook is an excellent forum for providing information, showing the public what Toastmasters can and do achieve. Please share District 72 Posts on your

clubs' page and on your own Facebook page as we all know; you are the best advertisement for Toastmasters. Sharing on Facebook is – word of mouth to a wider audience.

I have approached people to chair sub-committees regarding; new clubs, coaching, mentoring, sponsorship and strategic planning, if you would like to be part of any of these committees, have thoughts for new clubs or want to be a coach to help struggling clubs, I want your ideas and I want your help. Please contact me by ringing or texting me, 027-664-9118, I always have my phone with me. Otherwise email me at clubgrowth.d72@toastmasters.org.nz

As the District 72 Director, Programme Quality Director and myself as Club Growth Director are all new to these roles, we are bound to not get everything right immediately - please remember your district team are all human too. When giving feedback I always ask myself- would I want to hear what/how I am saying? If not, I try pausing (delaying), rethinking, rewording. Critiquing rather than criticizing! Great feedback is the most important part of Toastmasters for me, it keeps me accountable for my actions, keeps me honest and helps to make me a better speaker and a better leader.

I am looking forward to working with all of you in our journey of club and personal growth. All the best for a fun, invigorating, challenging and successful Toastmaster year.