



D72 Club Growth Director Report August 2019

With the Toastmaster year now well under way, District, Division, Area and Club officers are starting to find their feet and complete their planning and training.

I am happy to report that the Marketing Plan for the District is nearly completed and will be available for our meeting in September.

As Club Growth Director, I have some key tasks to perform throughout the 2019/20 Toastmaster year:

- Membership Growth (net increase of 3%+)
- New Club Growth (net increase of 4+)
- Support Struggling Clubs (reduce number of clubs under 12 members and support club coaches)
- Promotion of the District (advertising, etc.)

As a District, we are aiming to become a Select Distinguished District. To achieve this, I have adopted an aggressive advertising strategy; the “Back of the Bus” campaign is underway in Christchurch and has been very well received.

The aim is to include similar campaigns in other cities as the year moves along.

Car bumper stickers are currently being printed and will be distributed throughout the District in the near future.

Also, an internet campaign is being investigated for later in the year.

Promotion funding applications are starting to come in and three have been approved at the time of writing this report.

I will be asking Division Directors to find a Club Growth Advisor in their Division to help them support club coaches and assist new clubs in formation.

I believe District is off to a flying start this year and the Top Table is working incredibly hard to make this a memorable year for District 72.

See you at the September meeting.

Regards,

Basil Moskovis DTM

D72 Club Growth Director