

District 72 Club Growth Director Report – 5 April 2019

Diane Isherwood DTM - Club Growth Director 2018-2019

Role and Responsibilities:

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

District Goals:

- Encourage and assist every club in District 72 to be a quality, sustainable club
- Distinguished District status 2018-2019

Goals for Distinguished District:

- Paid Clubs – 131 clubs (growth of 2 clubs – 1.5% on base of 129)
117 as at 3 April 2019
- Membership Payments – 5,186 payments (growth of 77 payments – 1.5% on base of 5,109)
4510 as at 3 April 2019
- Distinguished Clubs – 52 clubs (40% on base of 129)

Club Membership as at 3 April 2019 (total of 117 Paid Up Clubs):

There were 128 paid up clubs as at the 31st March. Three of these clubs will not be renewing. There are 3 clubs that have not renewed and another 7 that have 7 or less members that are not included in the paid-up clubs.

- Renewals not yet paid - 3 clubs
- 7 or less members (not paid up clubs) – 7 clubs
- 8 to 12 members – 48 clubs (41%)
- 13 to 19 members – 48 clubs (41%)
- 20+ members – 21 clubs (18%)

Promotional Funding:

The District have funding for clubs with a limited bank balance, available to support the events, projects or promotional activities of existing clubs that are designed to increase brand awareness and grow Toastmasters membership throughout New Zealand. Application for funds can be made by completing and submitting the application form. http://www.toastmasters.org.nz/district/district_promotions

Club Coaches:

The District is working on appointing club coaches for clubs that have 12 or less members. We still need more coaches and would also like to set a pool of club coaches for the new year. If you would like to become a Club Coach or know someone who would take up the challenge to be a Club Coach, contact Diane Isherwood clubgrowth.d72@toastmasters.org.nz.

Visitors Booklet:

The Visitors Booklet is available free of charge to any clubs requesting them via District Supplies. Please email Maria Gear to order 15 free copies per club supplies.d72@toastmasters.org.nz. The Visitors Booklet is also available as a pdf download via the following link:

<http://www.toastmasters.org.nz/files/docs/visitorpack/toastmasters%20nz%20visitor%20pack%202018.pdf>

You can also add this link to club websites for visitors to download.

Facebook Boosting:

As a District, we encourage and support all clubs to hold open/demonstration meetings. The aim is to increase local awareness of clubs, raise the profile of Toastmasters throughout the District, and encourage guests to attend and join. District will provide financial boosting of Facebook posts for such club events. Please contact

David O'Brien prm.d72@toastmasters.org.nz with details of your club and event to boost on the District 72 Facebook page.

Billboards:

Our new billboards are out and about around the District! If you know a great place to put one - contact Division Directors Esther Haines division.c@toastmasters.org.nz, Bailey Wood division.d@toastmasters.org.nz, Brian Preddy division.e@toastmasters.org.nz and Diane Isherwood clubgrowth.d72@toastmasters.org.nz.

All the best for the new year ahead. Together, we will build new sustainable clubs, help all clubs achieve excellence, and inspire club members to reach their goals.

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