

Club Growth Directors’ District 72 Report

Report from Fiona Hodge, ACB, ALB and Neil Stichbury, DTM
 Club Growth Directors 2017-18

Role and Responsibilities:

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

District Goal:

Distinguished District status 2017-18 and ensure that both Districts 112 and 72 have the best possible start to 2018-19.

Criteria	Goal	Base
Club Growth	9 new clubs	3% on 282
Membership Payments	341 more payments	3% from a base of 11,363
Distinguished Clubs	113	40% on base of 282

Club Membership at a Glance (Base)

12 or Fewer	13-15	16-19	20+
56	39	39	148
20%	14%	14%	52%
48%			52%

Initiatives include:

- ❖ Continue to develop our e-footprint with consideration to overall accessibility to website and social media platforms.
- ❖ The Smedley Award, which runs from 1 August 2017 – 30 September 2017. Add five new members to receive a Smedley ribbon to hang from your banner.
- ❖ Open/Demo Meetings. We are encouraging all clubs to hold open meetings at their clubs in the month of September and also around March in 2018. The aim is manyfold, from increasing local awareness of each club, raising the profile of Toastmasters throughout the country, encouraging guests to attend, converting guests to members and continually improving the product, which is the end user experience at the clubs.
- ❖ Identify individuals in the District that are prepared to assist with club formation activities
- ❖ Identify market segments and establish how we target those markets.

- ❖ Work in conjunction with Public Relations Manager Steve to increase brand recognition through targeted marketing.
- ❖ Revamp the Toastmasters New Zealand website to provide useful information for visitors as well as members.
- ❖ Examine the use of the Toastmasters International tool, 'Insight' for lead generation. This will enable new club formation tracking to be shared.
- ❖ Encourage clubs to request support and resources when they feel that they require it, including financial assistance.
- ❖ We have requested a reasonable budget increase in the marketing area for the 2017-2018 year.
- ❖ We are looking at how we can promote Pathways as a differentiator in the education market that Toastmasters is in.

Progress to date:

- ❖ Remaining copies of the visitors' guide to be sent out to clubs. Visitors' guide to be updated with reference to Pathways and to make the material District relative with respect to District 112.
- ❖ Work underway to create a Club Growth Committee.
- ❖ Clubs with 12 members and below, who are open to having club coaches assigned, to be matched with coaches.
- ❖ District 72 promotional guidelines and forms for both existing and new clubs have been published on the District website.
- ❖ Division Directors have identified opportunities for new clubs within their Division.
- ❖ Club and Division personnel have put forward marketing ideas with requests for funding including a re-look at bus advertising, and generally these have been viable funding requests. Some Divisions are having success with feedback from billboard placement, and we would like to see other Divisions take up this idea.
- ❖ The District has been engaged in online media marketing using Adwords & Facebook, etc.
- ❖ A number of new clubs are already in formation across most Divisions in District 72. These include 1 each in Divisions A, H, & J, 3 in E, and 4 in D & F for a total of 14 prospective clubs.

We both look forward to working closely with the District Directors and the committee members to strengthen Toastmasters In the year ahead.