



# District 72 Newsletter

February 2021

## District 72

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District 72 Members Group on Facebook to share ideas and resources.

<https://www.facebook.com/groups/729184510847991/>

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[www.toastmasters.org.nz](http://www.toastmasters.org.nz)

**And, of course, tell your friends...**

Tēnā koutou District 72 Members

*The best time to plant a tree was 20 years ago, the next best time is now.  
The best time to market your club was..., the next best time is now.*

New members are the greatest enhancement our clubs can make. New people bring new faces, delivery styles, ideas, energy and perspectives.

Consider the **FOUR “P”s of Marketing:**

**Place** – Where does your club meet? What does the venue say about your club? Is it easy for guests to find?

**Product** – Do your meetings deliver quality speeches and evaluations? Are they well-organised? Is the atmosphere friendly and focused?

**Price** – Do we advertise the great value we deliver and the cost to join?

**Promotion** – How will potential members hear about us? Are we using advertising, website, social media, word of mouth? Do we clearly and succinctly explain what we do and what’s in it for them?

### Membership Building – Open Days and Talk Up Toastmasters

If your club conducts an **Open Meeting**, District will create a Facebook event with \$50 boosting. This month starts a District incentive valid until 31 March 2021. All we need is your meeting date, location, and a contact email sent to [info@toastmasters.org.nz](mailto:info@toastmasters.org.nz). We will start promoting it two weeks out. The Open Day doesn’t have to be a special meeting; it just needs to be a meeting your club designates as one to focus on getting guests attending.

A recent Open Day in Christchurch attracted eight guests. Using online promotion and excellent processes, one club has gained 19 new members since 1 July 2020. That’s right – 19 new members!

The Talk Up Toastmasters Award recognises clubs that registered five new, reinstated or dual members from 1 February to 31 March so there’s some extra incentive.

### Online Presence

What is your club’s **Online Presence**? How does the public see your club before they choose to visit? Using the checklist you will find on the link at the beginning of this section, you can go through and ensure the public gets a positive first impression of your club. Show it how you want it to be seen.

There are several potential barriers that stop guests visiting. Identify what they are and dismantle them. Whether it is an online directory, website or social media page displaying false or out-of-date information, find it and change it.

## Club Promotional Fund

If your Club has less than \$1000 in the bank, District may grant your club up to \$250 to promote itself. Just apply via the [Club Promotional Fund](#) and get your club seen in public today. The link to the fund has some ideas of how to use the money. If you can't think of any specific ideas for your club, District will promote it on Facebook for you.

## Corporate Clubs

Member of a Corporate Club? Visit the upcoming Regional forum on 18 February at 7pm to discuss the specific challenges your clubs face and how to manage them.

Focusing on promotion allows you to view your club from the outside not the inside. What will you see when you look?

## District Leader Nominations

Nominations are open for all elected positions from District Director to Division Directors and everything in-between. Plus, if you are interested in new opportunities outside your club to speak and lead then consider becoming an Area Director. If you have any questions, please contact either Esther Haines (DLC Chair) or Rob Woolley (District Director) or chat with your local Area Director. To learn more about the roles [visit here](#). To nominate yourself or another Toastmaster, [visit here](#).

## Educational Achievements

So far this year, District 72 members have collected 521 awards for Pathways levels. Special congratulations to John Battles (Wellington), and Kath Cherrie (ToastNOW), for completing **Level 5**. Congratulations! Completing level 5 takes concerted effort and we look forward to celebrating more successes in future newsletters.

Please note, if we do not acknowledge your name, you might have opted out of having your name listed.

## Pathways

A lot of discussion has been had lately around our Online Learning Experience – Pathways. While our adoption rates are comparable to most other Districts, we would like to know how to get more new members signed in and working their way towards their goals. To better understand the issues both new and existing members face, please take a couple of minutes to complete this [questionnaire](#).

## Welcome Email

Following on from the above, District will commence sending all new members a welcome email. This short email will introduce how their club fits into the bigger picture, explain Area, Division and District, provide links to various local and international sources of information and connections, plus provide a simple step-by-step guide to logging into the TI site and how to choose and select their first path.

We understand some clubs may already be doing this so, if your club wishes to opt your new members out, then please let us know at [info@toastmasters.co.nz](mailto:info@toastmasters.co.nz).

## Club Officer Training

There are just THREE sessions left to help boost the quality of our clubs plus achieve credit toward your Distinguished Club Programme. After a slow start last year, we have now had over 350 attendees to date. Each session is 2 hours 45minutes and the remaining ones are:

- Thursday, 11 February 6:00 – 8:45 pm
- Tuesday, 16 February 6:00 – 8:45 pm
- Friday, 19 February 4:30 – 7:15 pm

All members are welcome. To register, [click here](#)

## Evaluation Workshops

The District Trainers, Kath and Helen, are conducting a series of workshops to improve how we evaluate. Evaluations are important to identify strengths and weaknesses and learn ways to improve. Part 1 last week was very well-received. Upcoming sessions are:

- Part 2: Practising Evaluating                      Tuesday, 9 February     7:00 – 9:00 pm
- Part 3: Evaluation the Evaluators                Thursday, 25 February   7:00 – 9:00 pm

All members are welcome. Email [trainers.d72@toastmasters.org.nz](mailto:trainers.d72@toastmasters.org.nz) to register.

## District Conference

The District Conference is fast approaching on 14-15 May 2021. Most events will be online out of necessity, but tentative plans are in place to have Saturday's District Council Meeting in-person (and streamed) and a Dine and Dance evening featuring awards, a keynote, the online International Speech contest and announcing of results. Much water needs to flow under a few bridges before that happens but we are hopeful that Saturday, 15 May will provide an opportunity for members to get together in Wellington so save the date!

## Rotoiti – Leadership Weekend – 19-21 February

If you've ever been to a Rotoiti event over the years, you'll know it's a truly unique experience. At the [lodge](#), located on the edge of Lake Rotoiti, it's been a fantastic way to network from Friday night through to Sunday afternoon and see fellow members outside the confines of their club's four walls and, sometimes, outside their comfort zones.

This year, Divisions D and E have turned it into a District-wide Leadership Weekend. Full registration (before 5 February) is just \$75 including accommodation. The agenda includes a social gathering, Tall Tales night, High Ropes Course, Low Ropes Course, Group Initiatives Session, Personal Discovery Session, Orienteering, a Debate and much more. To register visit [click here](#). To find out more email [Lisa Wheeler](#), Division E Director.

Be great to see you there – book quick!

*After 13 years, I think leadership is partly about implementing your ideas, partly about listening to and taking onboard others' ideas, and partly realising I may have no idea – but it's fun trying. Rob.*

Ngā mihi  
Rob Woolley  
District 72 Director