



Club Growth Director Report

8 April 2021

Key Responsibilities of Club Growth Director:

- Club Retention, New Clubs, Support for existing clubs (club coaches) and Marketing

Club Retention

Dashboard summary as at 31 March 2021

District Goal - Distinguished	Base as at 1 July 2020	Actual to date	Year's goals	Needs to achieve	Tracking percentage
Paid clubs	121	112	123	11	91.05%
Members payments	4587	3473	4653	1180	74.64%

Members	0 to 7*	8 to 12	13 to 19	20 to 29	30 plus
July 2020	4	39	44	35	3
March 2021	10	26	42	28	6

* This figure includes some clubs that did not renew in October and have not renewed for April, but have not yet completed the paperwork to officially close.

Sadly, we have farewelled 16 clubs this year, 10 of which are showing as 'suspended'. The remaining six are either in the process or are yet to complete their club dissolution form. This form can be found here: -

<https://www.toastmasters.org/resources/club-dissolution-form>

The above figures were before the 1 April renewals. (The April figures are not finalised with Toastmasters International until 13 April 2021.)

Not including the six clubs that still need to complete the formalities, the number of clubs that have renewed in District 72 is 107. (One further corporate club will not be renewed until 20 April).

New Clubs

At this time, we do not have any newly chartered clubs. However we watch with interest the progress of two clubs: the Uncensored Comedians Online and the Otago University Staff Club, which are not too far away from chartering and wish them every success. Toastmasters International has waived the new club chartering fee for any club that charters before 30 June this year.

Club Coaches

As at 31 March 2021, we have 26 clubs eligible for a club coach and only eight of these currently have a coach.

It was my intention to have a committee in place for finding club coaches and to provide training for said coaches. However, when looking at the training that was available, I was very surprised to find there was very minimal content.

Excitingly, when this was discussed at the regional level, it was agreed as a Region that we would put together some resources to aid coaches. We have put eight modules together, initially as video resources, with workbooks to follow. The final four modules will be completed on Saturday 10 April. It is hoped, with these modules, we can interest more people to become club coaches.

One revelation for me, through working on these resources, is that coaching can be done remotely, as the club coach should be working with the club executive. With these resources I believe a retention committee will be successful in future.

Marketing

During March, we offered \$50 to any club who wanted to promote/advertise an open meeting and this was taken up by many clubs.

We have been boosting posts on social media, which seems to generate a regular stream of inquiries either through the social media sites and/or the Toastmasters New Zealand website.

It is important to me that all our marketing is not only on social media platforms. Therefore, there are bookmarks and posters available for either digital download or by contacting me and I can get these printed with the club details added. To get these printed would be at the club's cost. However, if clubs have less than \$1,000 in their bank account, there is the Club Promotional Fund, which can help with up to \$350 for advertising/marketing the club. Posters, bookmarks, Street Signs etc. are a great way of marketing the club. This form can be found on the Toastmasters NZ website, under the Resources tab: <https://www.toastmasters.org.nz/wp-content/uploads/2021/03/District-Club-Promotional-Fund-Application.pdf>

It is pleasing to have received some applications this year and even more pleasing to have been able to approve costs. I welcome any queries.

Every club will also be receiving pens that have "Speak with Confidence" and the Toastmasters New Zealand website. These are to give to guests, leave anywhere that a pen might be picked up, and for our members to use and encourage the conversations.

Christchurch and Dunedin have "Show Don't Tell" events planned for this month to showcase what Toastmasters offers. These are a great opportunity for existing clubs to market themselves and opportunities for potential clubs. (Wellington is also going to be having a Show Don't Tell event – I am unsure of date at this time.)

If members have marketing ideas please contact me – I would appreciate your input.

D72 Club Growth Director 2020-2021

Kathryn Duncan