



Club Growth Director Report

06 August 2021

Goals for the Year

1. District focus is around retention and the benefits to clubs/members
2. Support for clubs in the district with the opportunities corporate, community focus committees can bring
3. Appointment of Club Coaches to eligible clubs with 12 or less members
4. Marketing resources for clubs
5. Build sustainable new clubs in the district

Current District 72 Club Membership

Clubs			
20+	16 -20	13 -15	12 or Less
37	32	22	20

Total 109 Paid Clubs

- 2 clubs are not in good standing

In September renewals, Outspoken Toastmasters Club submitted paperwork to close, thank you for your contribution!

The number of clubs with low members (12 or less), (13 -15), will need to be the focus this coming year and understanding what challenges/issues these clubs are facing. These can be common and sometimes specific to a club. Working closely with Area/ Division Directors will provide answers for support that is required to help clubs with growth and achieving goals throughout the year.

Retention

In the year ahead, retention will be important in helping to maintain strong, vibrant clubs and in achieving excellence. Mentoring is a big part of this picture and are a support person to assist you to achieve your goals. I encourage you think about having a mentor or protégé, they can be from outside the club.

Club Coaches/Support

This will be a focus area in the coming year.

A Club Coach has been appointed for Coastmasters Toastmasters Club and I am looking for a 2nd person.

I am getting requests and identified clubs in the district that are eligible. I encourage anyone thinking they could help to get in touch with their Area/ Division Director. The online experience in the past year has opened opportunities where virtual support could be done in some circumstances and still offers valuable advice/ skills while attending meetings where possible. You are most welcome to contact me and discuss further.

Committees

Having support for clubs is essential for retention/club growth and recognizing that not all clubs are the same in the district. For this reason, I have set up a Corporate Club Forum and Community Club Committee. The range of perspectives will enhance the committees and assist with enquires.

Marketing

This year will be about being adaptive with marketing, reviewing what is working and if any changes are needed.

Online support workshops have started and will continue to help clubs gain valuable skills to promote themselves i.e. social media and website. District Public Relations Manager, Brad Grootelaar will be running these workshops. Check the Toastmasters NZ website for videos and further sessions coming up.

The Lance Millar presentation is another fantastic resource, if you haven't viewed it yet, it is worth a look.

[Videos - Toastmasters New Zealand](#)

This year will be a continued focus on social media platforms and resources that will be available on request. The mixture is part of the plan to assist clubs promote themselves and help with club growth.

With social media platform, Facebook and added focus on the district Instagram account, this is about widening our focus to new markets and recognizing there are multiple platforms people view now. We will be boosting some posts throughout the year with testimonials from around the district with members sharing their stories about how Toastmasters benefited them.

There will be resources available on request, get in touch if you require these and I will get these out to you e.g. A6 flyers, pens, visitor books. Face to face events will be part of the plan and further details will be available.

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 District Resources tab.

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Glen Pearce