



Club Growth Director Report

08 April 2022

Goals for the Year

1. District focus is around retention and the benefits to clubs/members
2. Support for clubs in the district
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 -19	13 -15	12 or less
12	7	22	64
12%	7%	21%	62%

Total 94 Paid Clubs

- 10 clubs are not in good standing.
- 5 clubs made the difficult decision to close in the April dues round (1 due to merger, 4 due to low numbers): Christchurch Athenians, Coastmasters, Fearbusters, Midcity and Mount Victoria. Members have been encouraged to explore other clubs that they might like to join.
- The ongoing effects of COVID is showing in membership throughout TI, not just in District 72 (D72).
- We are around 450 payments below target for membership payments for this time of year.
- The goal of every club gaining 2-3 new members will help them finish the year stronger and set up well for the start of the new Toastmaster year.
- Building new clubs is part of this equation.

Observations:

- Clubs (12 or less) has increased since the April Club Renewals (This remains the highest percentage).
- Clubs (13 -15) has remained the same.
- Clubs (16 – 19) has decreased
- Clubs (20 +) has decreased

Support Available

Membership building will remain a continued focus for 2022 and beyond. Retention, new members are important in helping to maintain strong, vibrant clubs and in achieving excellence. Working closely with Area/Division Directors will help provide answers for support that is required to help clubs with growth and achieving goals.

Club Coaches/Support is available to struggling clubs. Part of this is understanding how members working from home more or having online meetings vs in person is evolving and still learning to adapt with the new platforms/ challenges this brings. Some clubs have been doing hybrid meetings successfully and this helps members/visitors to be included in the meeting.

Virtual support could be done in some circumstances and still offers valuable advice/skills while attending meetings where possible. If you want to discuss this further, talk to your Area/Division Director or you are most welcome to contact me.

'Start by doing what's necessary, then do what's possible; and suddenly you are doing the impossible'

Unknown

Marketing Update

During March there was marketing campaigns promoting 'Join Toastmasters' 30 and 60 second ads. These were promoted on multiple platforms, Facebook, Instagram, Google ads and new for D72 was TVNZ On Demand, (Screenshot of report attached below).

Thank you to D72 PRM Brad Grootelaar, D112 PRM Elizabeth Viljoen for putting these videos together. Thank you for clubs/members who 'like' and 'shared' these posts during the campaign.

These videos will be used again in another marketing campaign in May/June to help promote the brand and will be an excellent resource for the future. D72 encourages clubs to plan how they will market themselves as part of CSP and leverage district marketing where they can.



The following resources are available on request to promote the brand:

- Billboards, bumper stickers, magnets, pens, visitor books

Get in touch if you require these and I will get these out to you.

New Clubs

Online clubs are flourishing now, and I have seen many creative clubs being advertised now. You may have visited an online club in another part of the world? Thinking 'outside the box' for ideas comes to mind to me and if you get an opportunity, visit another club in the world from the comfort of your home. Visitors are always appreciated and brings with it fresh ideas.

If you have an idea for a club, get in touch, I am happy to talk you through the process. Support/experienced people are available to assist and membership doesn't need to be restricted to D72.

Glen Pearce

D72 Club Growth Director 2021-2022