

MARKETING PLAN 2022/23

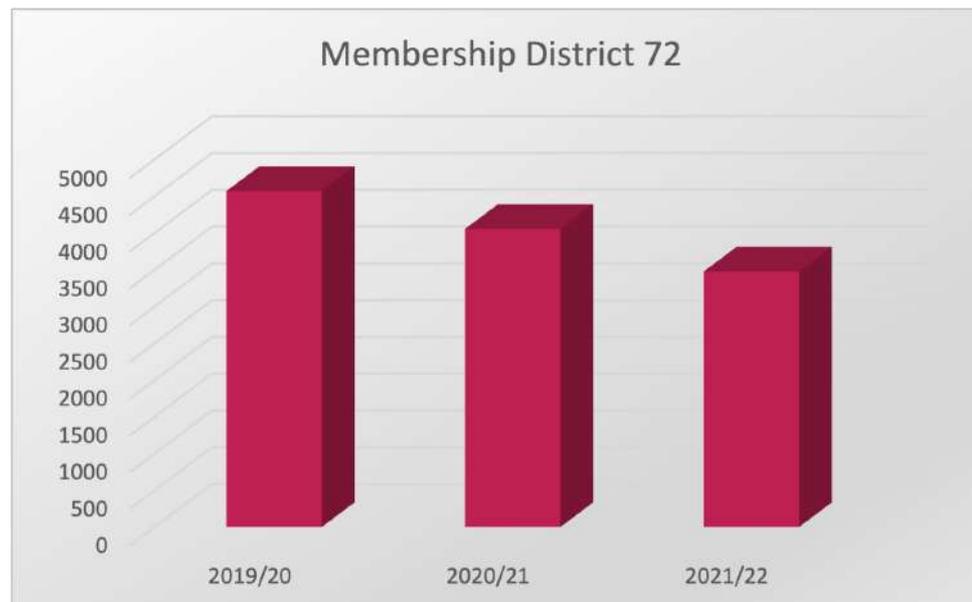
1. Executive Summary

District 72 includes three urban areas, Wellington, Christchurch and Dunedin. However, most clubs are in smaller towns or rural areas. As a result, most clubs in District 72 are community clubs. The main goal of 22/23 is to stop the decline in membership numbers and, instead, focus on creating a thriving district. Giving tools for clubs to market themselves is the key to growth and retention. In addition, working on better brand recognition district-wide is essential.

This is a living document subject to change.

2. Situation

As shown in the charts, the number of clubs and members in District 72 has declined in the last three years. In 19/20, the growth decreased by 10.06%; in 20/21, the membership dropped by 11.6%. The most significant decrease, however, was in the year 21/22, with a drop of 14.42%.



What are the causes of the decline?

There are two leading causes. The first one is the digital transformation of Toastmasters, and the other is the upheaval of life through Covid 19, which started in March 2020. The first cause is the advent of Pathways - which was a digital transformation within Toastmasters and is still not well accepted- especially by older members. The Pathways program has been revamped and has some great benefits. To retain more members, one of the goals for this TI year is to focus on offering more tools to members using Pathways.

The second cause of the decrease in members is Covid 19. Anecdotally, clubs that kept meeting face-to-face were less likely to lose members than clubs that went to online meetings on Zoom. However, running meetings in person is risky in times of Covid surges. And we can expect more waves as the year progresses. A way to future-proof clubs is to support them in setting up hybrid meetings.

3. Market Analysis

New Zealand has traditionally attracted a middle-aged to older cohort. However, it would be good to attract younger members who are at ease with digital life and work.

Younger generations have different goals than more senior members. For example, Toastmasters is still focused on public or social speeches, whereas this may not be something more youthful people are interested in or need. They may need more to do with getting leadership or presentation skills for their career. They may also want to hone their online presence in social media.

These are areas Toastmasters is ideally placed to help develop.

There is also a question of gender: More women had come on board in the last five years after a time when Toastmasters was often a domain of male action.

Are our marketing efforts targeting women as well as men? Many women have grown up with a low sense of self-worth and, subsequently, lacking confidence. We need to think carefully about how to attract women who think they are 'not good enough' to join Toastmasters.



3. SWOT Analysis

Strengths, Weaknesses, Opportunities and Threats of District 72.

Strength

- The District leadership is united and working well together.
- Training of leaders and members is a priority.
- There is a pool of dedicated leaders.
- District 72 has an excellent website.

Weaknesses

- Almost half of all clubs in the District are under 12 members.
- There are clubs which are not viable anymore but have not folded.
- Some areas are far away from larger urban areas difficult for Area Directors to visit.

Opportunities

- A better uptake of Pathways can help with member retention.
- There is an opportunity for creating online and speciality clubs
- Many people are searching for meaning in their life and Toastmasters

Threats

- Toastmasters could become obsolete if it doesn't embrace the digital transformation wholeheartedly.
- If Toastmasters continues to be US-centric, this may not be attractive for New Zealand.



4. Key Challenges

Overcoming the following challenges will enable District 72 thrive:

- Become more relevant in our advertising so that the Toastmasters brand is more attractive with a more contemporary look.
- Boost the training for Pathways to boost retention of members.
- Future-proof clubs and encourage setting up hybrid meetings in view of Covid.
- Ensure that clubs that are not viable close by September so that the clubs are on zero



5. Strategies

Based on the guiding principles of District 72, this strategy aims to leverage the strengths, correct any weaknesses, and maximize opportunities. The mission of District 72 is to build new clubs and support all clubs in achieving excellence. In essence, we want the district to thrive.

The following strategies will enable District 72 to thrive.

A. Build new clubs

Some areas could support a new club but don't have one yet, for example, Golden Bay in the Nelson region. Creating Online clubs is also a viable opportunity. At present, we have an online club that needs to charter.

B. Close unviable clubs

Some clubs are dragging on with few members, and it will be essential to suggest to the members that they join other clubs so that the ailing clubs can be closed and come off the books.

C. Grow existing clubs

There are many options in Toastmasters that are underutilized for club growth. Toastmasters' Fast Track programme is just one example. People can buy this self-study Toastmasters course for about \$7NZ. At the end of the period, people are encouraged to join a local club. Another good option is to run Speechcraft courses. The new version sits nicely within Pathways and is an excellent bridge to pursuing Toastmasters as a club member.

D. Support struggling clubs

As many clubs in our district need guidance from a Club Coach, it will be imperative to find Club Coaches. One way to achieve this is to look outside our district, as some districts have experienced members looking to complete their DTM and can't find a club to coach. In the digital transformation era, Club Coaches can now work remotely with clubs. The new Pathways training module for Club Coaches will help to upskill members wanting to take up service as a Club Coach.



5. Strategies continued

E. Strengthen corporate clubs

The new Speechcraft course with a digital component is ideal for corporate clubs to find new members. Ideally, we need a Corporate Team to look after and encourage corporate clubs.

F. Retain members

The New Member Team will contact new members who have joined in a given month and send them an email greeting. Every three months, the team will set up a Zoom meeting in order to support newer members and help them find their way. This strategy will help District 72 retain more new members. For keeping more experienced members, a key factor is finding their way in the educational framework of Pathways.

G. Educate

Members tend to stay longer if there is an educational path to complete. Currently, we don't have much educational material for members to find out the simple steps that make Pathways work. We need to gather resources from other districts and regions and assemble a comprehensive resource on our website. This strategy will help VP Eds to upskill and train members. We also need to focus on training leaders.

H. Leadership

We need more members who are willing to take on leadership at all levels: club, area, and district. One way to reward members for service is to ensure that people use leadership projects for recognition in Pathways. For example, the team leader of the New Members Team could use this project for Pathway's High Performance Leadership.

I. Grass-roots marketing

The health of District 72 lies in the health of individual clubs. If we want to grow our membership, clubs need to market themselves better. One of the important marketing strategies is to teach clubs how to market themselves and to have ready-made media that they can use. For example, many clubs use social media, like Facebook only as a tool for internal communication but don't know how to use social media as a tool to generate new members.

One of the goals for this year is to train clubs how to market themselves. This is like teaching people how to fish instead of catching fish for them. A Marketing Team has already been established.



J. Leverage District resources

Brand recognition needs to be strengthened through district-wide marketing actions. The marketing budget must be harnessed to enable clubs to grow. Facebook advertising and adverts in local media will help to lift brand recognition.

6. Action Plan 22/23

July	<ul style="list-style-type: none"> • Establish teams. • Marketing Team designs template for FB images to send to TI for approval.
August	<ul style="list-style-type: none"> • Establish Marketing Resources on website • Selection of FB/Instagram images on website for clubs to use. • Create business card template and send to TI for approval.
September	<ul style="list-style-type: none"> • Create generic business cards for clubs. • Purchase dynamic QR codes for back of business cards • Article in Newsletter about the business cards. • Ask clubs to get on board with the business card idea. • Create a training video.
October	<ul style="list-style-type: none"> • Focus on Pathways • Create Pathways Resource page on website
November	<ul style="list-style-type: none"> • Focus on Hybrid Meetings • Create article/video on hybrid for newsletter on hybrid
December	<ul style="list-style-type: none"> • Focus on TikTok account <p>Christmas Holidays</p>
January	<ul style="list-style-type: none"> • Promote brand through articles in community newspapers.
February	<ul style="list-style-type: none"> • Facebook ads for Toastmasters • Promote members testimonials • Create place on homepage on website for testimonials.
March	<ul style="list-style-type: none"> • Advertise on LinkedIn • FB Marketing training for clubs. Video/workshop • Check club payments
April	<ul style="list-style-type: none"> • Support possible successor
May	<ul style="list-style-type: none"> • Create Testimonial videos for TikTok account
June	<ul style="list-style-type: none"> • Handover to next CGD