



# Club Growth Director Report

August 2, 2022

As a district, we want to move from surviving to thriving, and, in doing so, we want to support and enable quality clubs. Most clubs in District 72 struggled in the last Toastmasters year. However we can turn the tide if we all put our minds to it.

Membership growth starts and ends with each club. If every club grows its membership, our district will thrive. As the Club Growth Director, I focus on helping clubs grow and thrive.

In my Marketing Plan 2022/23, I created a SWAT analysis of District 72. I figured our strengths are that the District leadership is united and works well together, the training of leaders and members is recognised as a priority, we have a pool of dedicated leaders, and District 72 has an excellent website.

Here are the goals which fall into the purview of my work as the Club Growth Director:

- Gain new members through marketing
- Support new members to retain them in the future
- Strengthen struggling clubs with the help of club coaches.

To achieve these goals, I have created three teams:

- A. The Marketing Team**, led by Lachlan McNeill. This team is focussed on grassroots marketing. That is, offering clubs effective plug-and-play marketing tools, especially for social media. A first batch of templates for FB and Instagram images, as well as for a business card has already been created and was sent to Toastmasters International for approval.
- B. The New Members Team**, led by Rachel Evans. This team will email new members each month and extend a warm welcome. During the year, the team will offer three online meetings for new members to give them any support they need. Here is the brief for the New Members Team:

1. *Gather a team*
2. *Receive monthly member list of District 72 from CGD*
3. *Find new member email addresses*
4. *Send welcome email*
5. *Set up and run a Zoom meeting for this year's new members.*

I've set up a Mailchimp account for the team leader of the New Members Team as it will save a lot of time by using templates. The team leader will also be able to tag new members with the month of joining. Mailchimp will ensure that the emails get delivered. I've created a training document on how to use Mailchimp to segment the addresses so that emails can be sent members who joined in a particular month or to all new members of a year. This is done by using tags. To have different 'campaigns' for each month that use the same template for ease of use.

- C. The Club Coaching Team**, led by Moumita Jamindar-Arnold. This team will knit together the clubs that want coaching with available club coaches. Here is the brief for the leader of this team:

1. *To find clubs that need (and want) Club Coaches. (These would be clubs with 12 or less members).*

2. *To gather Club Coaches (we have 3 on the books at the moment).*
3. *To ensure that Club Coaches take the new training in Pathways*
3. *To match clubs with club coaches*
3. *To run a Zoom meeting with Club Coaches twice a year.*

Marketing means sharing our positive experience with others. We need to remind ourselves what Toastmasters has done for us. We want others to grow their confidence and find their voice too. Think of marketing as your gift to those who may join in the future. Grassroots marketing is the main engine for growth in the district. We need to teach member how to use easy and effective ways to market their club on social media, as well as in other ways.

Mary Jaksch

**D72 Club Growth Director 2022-2023**