



Club Growth Director Report

18 October 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.

Looking back at the last months, I can see some encouraging signs that we are now consolidating as a District.

Below you can see the membership stats since August 2022.



As you can see, the membership has dipped slightly – which signals some membership losses, which are partly due to some club closures. We started with 105 clubs in August; since then, five clubs have closed. This is a healthy development as it shows that clubs have made clear decisions on whether they can be viable in the future.

As a further positive sign, I noticed that some clubs - teetering on the edge of oblivion in July - are now in good standing. Congratulations to all clubs who have grown their membership!

New Trend

As you know, District 72 has mainly rural or semi-rural clubs (i.e., clubs not in central cities, such as Wellington, Christchurch, or Dunedin.) For these clubs, creating corporate clubs is very challenging or impossible because the corporate entities are not large enough to carry a club on their own.

However, there is a new, promising trend: Medium-size businesses have started sending their employees to Toastmasters to fulfill their obligation for professional and personal development. Here is just one example: A club that was ready to fold because of low numbers was approached by a business wanting to send five employees to the club for professional training. This trend is exciting because it opens the way for clubs to approach businesses for new members.

Marketing

The new Guest Booklet is now out and has been thoroughly revised and updated. You can take a look at it on our website. I want to thank Brad Grootelaar for helping me complete this project.

TI Brand Development has now accepted the templates for Facebook and Instagram images that the Marketing Team produced.

A series of six images will be ready for clubs to use by the end of the month. Clubs will also receive suggestions on how to use Facebook and Instagram to grow their membership. This is part of our District goal to teach people how to 'fish' - instead of catching the fish for them.

In addition, the Marketing Team will produce a short podcast demonstrating how to recruit new members who express initial interest.

Mary Jaksch

D72 Club Growth Director 2022-2023