



# Club Growth Director Report

13 April 2023

## Membership numbers in District 72

The membership has decreased from 1314 to 1108 members. That is an overall decrease of 15.6%.

However, there are some success stories. For example, Area E1 has grown by a spectacular 29%! Division E has held on to their membership and has only lost one member (a loss of only -0.4%) - which is an excellent result. Division C has decreased by -11.6%, whereas Division D has decreased by -24%. Division J has held up well with a loss of only -4.4%. The Division G was hit hardest with a loss of - 27% due to club closures.

The following clubs have closed (although some have not yet sent in the Dissolution Form):

Taireri Club, Christchurch Speechcraft Club, Wairarapa Gourmet, Police TM Club, Toast Health, Oamaru, Northside, Ngaio, Spreydon, Capital Club.

Most of these clubs have been struggling for a while and this coming year will be a reset of clubs which are able to be in good standing.

## MARKETING

### New Guest Booklet (2750 booklets for \$4164 excl GST)

The new Guest Booklet has been printed and is in the process of being sent. There were two reasons for creating the new Visitor Booklet:

- Some of the information was out of date.
- Many images were of past Toastmasters and we were not able to sight their agreement forms. This is why the decision was made to only use stock images which District 72 holds the rights to publish.
- The look of the old Visitor Booklet was dated and needed to have a more contemporary look.

I want to acknowledge the help of two outstanding proofreaders: Helen Cartmell and Dale Hartle.

### BRAND AWARENESS CAMPAIGN (The Listener) @\$430 each

In order to heighten the brand awareness of Toastmasters, I placed three adverts in the Noticeboard of the Listener:

NZL 25/03/2023 issue on sale the 20/03/2023

NZL 01/04/2023 issue on sale the 27/03/2023

NZL 08/04/2023 issue on sale the 03/04/2023



I had been in touch with District 112 and suggested that they take up this or similar ads for the next three editions but they couldn't come to a resolution about this.

### Fridge Magnet Pens (100 pens = \$177 incl shipping)

For the District Conference, I sourced Fridge Magnet Pens which are a good way to help with brand awareness.



### Re-usable Coffee Cups (100 pens \$681 incl shipping)

We also designed re-usable coffee cups as giveaways at the District Conference

### CLUB MARKETING CAMPAIGN

#### Mini-flyers (\$42 per 100 card plus postage)

It has been my goal all along to help clubs market themselves with ease. Together with the Marketing Team, we developed so-called Mini-Flyers which are credit-card size cards to hand out to businesses and individuals. We created seven different designs and offered to create a QR code to put on the reverse side with the link to each club's website or FB page. There was no cost at all for clubs – even postage is paid. I'm hoping that a majority of clubs order the Mini-Flyers. The order form can be found at the following URL: <http://tinyurl.com/D72form>

Here is an example with front- and reverse design:



### Facebook Images for Posts

The Marketing Team has put together a selection of images for the clubs FB posts. They have been placed on the new FB page for VPPRs: <https://www.facebook.com/groups/1390192305187732>

### Contests

I attended the Division Contests of District D and J and gave speeches about becoming a Club Coach.

Mary Jaksch

**D72 Club Growth Director 2022-2023**