



# Club Growth Director Report

31 May 2023

## CLUB SUCCESS

The final stats for the year are now out.  
In June 2022, we had the following results:

	<b>2022</b>	<b>2023</b>	Percentage Change
Club numbers	97	92	
Payments	3474	3139	
Distinguished Clubs	17	18	5.88

Percentage of distinguished clubs relative to club numbers:

2022: 17.53%

2023: 19.57%

As you can see, our success rate has lifted. Some clubs are on the verge of reaching distinguished status and will most likely manage it by the end of Jun,

## MARKETING

The new Guest Booklets have now been distributed with the deadline of May 31. We will still have some booklets on hand for district events and district leaders will be able to take some back to their clubs.

## CLUB MARKETING CAMPAIGN

The campaign with the mini-flyers has also wound down. Sixty-five clubs ordered the flyers which have the size of a credit card. Clubs have been very happy with them!

Mary Jaksch

**D72 Club Growth Director 2022-2023**