



Club Growth Director Report

28 August 2023

Integrity – Respect – Service - Excellence

District Mission: to build new clubs and support all clubs in achieving excellence

It has been a very exciting start to the new Toastmasters year. Following District Officer and Club Officer training the Trio undertook their training, provided by Toastmasters International, at Nassau, Bahamas in mid-August. This training was held to support the district’s leadership team to learn about their roles and responsibilities to support the district in its mission to build new clubs and support all clubs in achieving excellence.

From a club growth director (CGD) perspective, the trainer’s focus was on building new clubs, however, it was evident from discussions with other CGDs that their first and foremost concerns lay around club retention and increasing membership as well as building new clubs. I believe this should also be a focus for District 72.

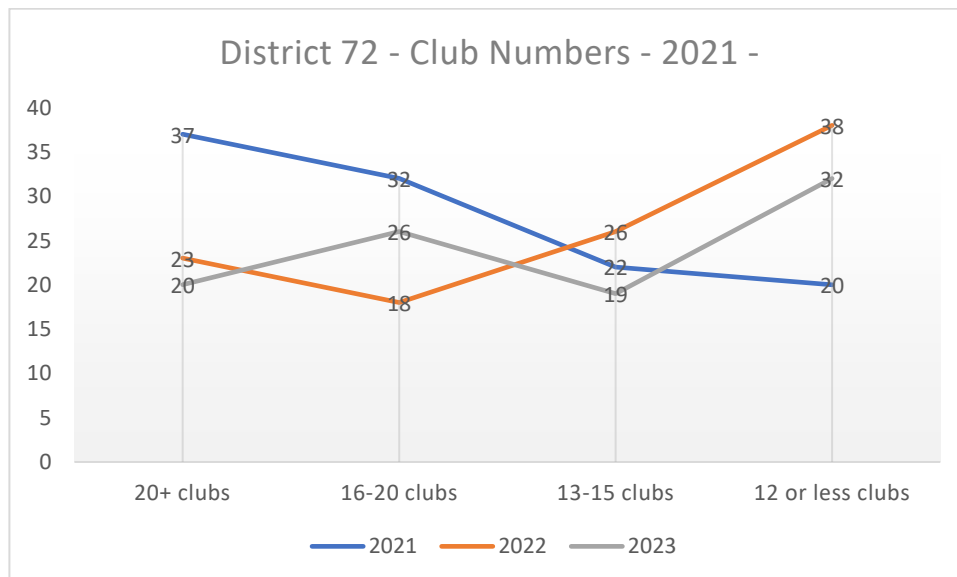
Looking at our current membership:

Number of Clubs as at August 2023

20+	16-20	13-15	12 or less
20	26	19	32

This totals 97 clubs however the District currently has 92 paid-up clubs. The remaining 5 clubs have low membership that did not meet the requirements of 8 members to remain a club in good standing.

Looking back at how we have been tracking:



This graph shows the number of members in clubs from 2021-2023. Clubs with: 20+ membership has decreased by 17 clubs in three years.

16-20 members had a significant decrease of 14 clubs but an increase in 2022-23 of 8 clubs with increased members.

13-15 members shows some fluctuation in the membership but still a decrease in membership strength.

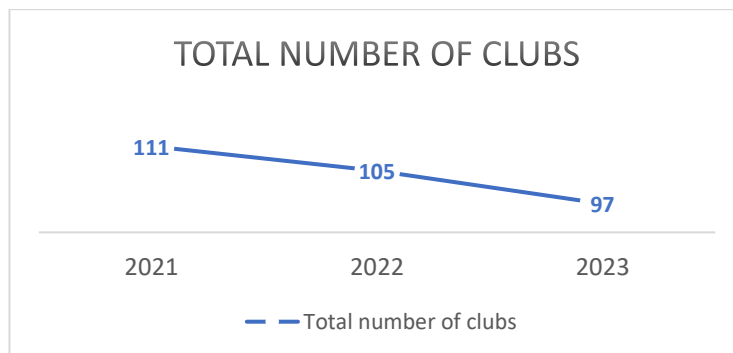
12 or less members, the number of clubs with this membership level continues to grow and is a significant area of concern for the district.

So, there is a lot of work to be done. We need to get our mojo back and feel inspired to come to meetings, complete our Pathways, and attend all training for club and district leadership roles. I feel this is on the rise but some of the ways in which I see we can encourage this are:

- i) Creating opportunities that support members completing their Pathways projects, in particular, level 4 and 5 projects. This may come through engaging members in club growth initiatives, for example, we have a small group of members who are looking at developing a basic information mobile app. for use by all members but targeting new members to get them quick access onto Pathways and NZT website resources.
- ii) Building bridges (or stronger connections) between the leadership teams and members at all levels within the district by providing opportunities for members and leaders to work together. While Pathways is the mechanism we use to reach personal goals there are other avenues available for those who are ready for the next step to their goals.
- iii) Struggling Clubs with low membership who want to rebuild but are just stuck. This could look like how do we give a club a new fresh coat of paint or refocus the purpose of the club? Work being done to create a video on rebuilding clubs.

My personal goals are also to focus on:

- Growing and increasing the number of younger members coming into the clubs. With the significant changes the world continues to see, our youth need a place to go that will support their goals as the future change-makers. I believe Toastmasters and D72 have the people and resources to guide our youth in becoming better communicators and leaders for the future. My goal is to put together a team of our younger members or those who are young at heart, to develop a marketing plan around attracting these members to the district. If you fit the bill, please get in touch with me I would love to hear from you.
- New clubs – Over the past 3-4 years the district has lost 19 clubs and realigned from 5 divisions to 4 divisions. Now is the opportune time to look at where we can expand and what types of clubs could be created that reflect the changes occurring in the world today. The district currently has three new leads. ***If you would like to be part of a demo team, be a sponsor or mentor a new club please let me know.***



- Embracing the tools offered by TI. Toastmasters International has introduced an AI program called Yoodle which is located in Pathways, accessible to all members. Yoodle offers members extra support in practicing their skills in writing speeches, delivering speeches with feedback, table topics and much more. I have signed up as a Yoodle Ambassador and would be happy to talk more about that to anyone interested in utilizing this tool.

My next immediate goals are:

1. Developing the Marketing Plan which is a very new challenge for me. The amount of money that we have as a district to spend shrinks each year. If anyone has any ideas around marketing, it would be greatly appreciated and your ideas will be listened to.
2. Working with the Trio on a District Communication Plan.

Kayleen Gilder

D72 Club Growth Director 2023-2024