



Wendy Pesavento, DTM  
Club Growth Director  
District 54 Toastmasters  
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**Saturday, March 16, 2024**

## **Club Growth Director Report**

### **Meet your marketing team**

Club Growth Director – Wendy Pesavento, DTM  
Club Extension Chair Darrel Felty, DTM  
Club Retention Chair – Tom Willison, DTM, PDG  
Prison Club Manager – Jon Greiner, DTM, PIP

D54 is seeking experienced Toastmasters who can offer a few hours each month to assist in club growth related activities. Please consider donating some of your time this month to support the effort of adding clubs to the district.

TI is allowing clubs that have recently closed their doors the opportunity to move back to active status without paying the rechartering fees of \$125. If you would like to work with one of these clubs to bring them back to active status, please contact Wendy Pesavento to learn more; [wendypesavento@duck.com](mailto:wendypesavento@duck.com) or 773-502-6000.

D54 can also use help with club extension support activities. Please check out the D54 website to see all of the available district positions and contact a member of the District Leadership team if you are interested in finding out more about the opportunity to improve your leadership skills.

### **Club Extension Report**

D54 has a base of 50 clubs, and we currently have 43 paid clubs. 50 clubs are necessary for our district to be distinguished, 51 clubs to be select distinguished, 52 clubs to be Presidents Distinguished, and 53 to be Smedley Distinguished.

If you want to learn more about becoming be a Club Sponsor or a Club mentor, please contact Tom Willison. We also need experienced DTM's and district leaders for Demonstration meetings.

D54 is ramping up our efforts to add corporate clubs with a cold calling initiative. Strategic Planning Committee members received training in February and are in the process of implementation. The committee could use some volunteers willing to help with calls. Training and support provided.

Constellation Clean Energy has indicated that they may be interested in starting more than one club. Tom Willison and I met with a rep from Constellation at the Byron plant on April 26, 2024, and the next meeting is a demo meeting on May 23rd. We have also received inquiries from the Constellation plant in Clinton about starting a club at that location.

Tom and Wendy also had an initial meeting by phone with the HR manager from Christian Brothers Services in Romeoville. Our next meeting with Christian brothers is a Demo meeting in June. They have indicated that they have 16 locations that might be interested in having a corporate club.

### **Club Retention Report – Tom Willison, DTM, PDG**

D54 has a payment base of 1558 payments and has 1493 member payments to date. D54 needs only another 80 member payments to meet the 1573 member payments necessary to be Distinguished, 101 more payments to meet the goal of 1604 to be Select Distinguished, and 132 more payments to meet the goal of 1635 payments to be Presidents Distinguished, and 1682 to be Smedley Distinguished.

We have 7 clubs at charter strength or above. 13 clubs that fall into the 13-19-member range. We have 20 clubs that have 8-12 members. We have 5 club with 0-7 members. Our goal is to help every club earn DCP goal 7 (four new members) and goal 8 (four more new members).

If you want to learn more about becoming be a Club Sponsor or a Club mentor, please contact Tom Willison. We also need experienced DTM's and district leaders for Demonstration meetings.

### **Prison Club Report – Jon Greiner, DTM**

Jon's team is responsible for building new prison clubs and maintaining current prison clubs, in District 54. New prison clubs are stalled due to a shortage of on-site volunteers. If prison outreach interests you, contact Jon for more information. We have adequate funds available to start and support several additional prison clubs this year if we can attract adequate volunteers.

### **Marketing Plan**

Gary Vaughn, our PQD, has been working on Facebook advertising and growing our YouTube channel. Sadly, Tashika Williams had to step back from the newsletter and Gary has picked it up for the short term. Thanks to both for your excellent efforts on behalf of our district.

Respectively Submitted,  
Thanks,  
Wendy Pesavento, DTM  
D54 Club Growth Director  
773-502-6000 (cell)

*“Changing the world one Toastmaster at a time.”*