



Wendy Pesavento, DTM  
Club Growth Director  
District 54 Toastmasters  
[www.D54TM.com](http://www.D54TM.com)  
773-502-6000 (cell)

**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 48 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.

We are in talks to add a corporate club at Constellation Clean Energy near Rockford. We have 2 additional leads that are in the process of gathering members with the intention of chartering.

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

D54 has a payment base of 1557 payments and has 1055 member payments to date. D54 needs 1573 member payments to be Distinguished, 1604 to be Select Distinguished, 1635 to be Presidents Distinguished, and 1682 to be Smedley Distinguished. We have 14 clubs at charter strength or above. 20 clubs that fall into the 13-19-member range. We have 14 clubs that have 8-12 members. We have 3 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 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 maintain 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. Tashika Williams is doing a great job on our D54 Newsletter. Thanks to both for your excellent efforts on behalf of our district.

Respectively Submitted,  
Thanks,  
Wendy Pesavento, DTM  
D54 Club Growth Director  
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*“Changing the world one Toastmaster at a time.”*