



Wendy Pesavento, DTM

Club Growth Director
District 54 Toastmasters
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August 12, 2023, DTM

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
Corporate Relations Chair – <open>
Prison Club Manager – Jon Greiner, DTM, PIP

D54 is seeking a Corporate Relations Chair. This position, along with all the job descriptions, will be posted on the D54 website. Please check out all the 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 in the coming year.

Club Extension Report

The end of the year membership and club numbers are available on the TI website. We are beginning the 2023-2024 Toastmasters year with a base of 49 clubs. We need 49 clubs to be distinguished, 50 clubs to be select distinguished, 51 clubs to be Presidents Distinguished, and 53 to be Smedley Distinguished. According to TI, D54 needs to have 60 active clubs by June 30, 2024, to maintain our independent district status. Now is the time to put our efforts and resources toward growing our existing clubs and starting new clubs of all types.

Darrel Felty, or Club Extension chair has a new lead at U of I. He also wanted me to mention that the district has a paid Application to Organize that is available for a new prospective club, value \$125, The funds were intended for Town of Normal, which chose not to charter at this time. A new prospective club could use these funds!

We also have a new lead with the southwest suburban branch of the Chicago dental society.

If you want to be a Club Sponsor, or Club mentor, or just be part of the launch team that, introduces the Toastmaster experience to potential members, please contact Myself or Darrel Felty.

See the attached Club Extension report for details. (There is no report attached this month).

Club Retention Report – Tom Willison, DTM, PDG

D54 starts this TI year with a payment base of 1558 members, D54 needs 1574 member payments to be Distinguished, 1605 to be Select Distinguished, 1636 to be Presidents Distinguished, and 1683 to be Smedley Distinguished. We have 10 clubs at charter strength or above. 20 clubs that fall into the 13-19-member range. We have 17 clubs that have 8-12 members. We have 2 clubs with 0-7 members. We need to focus on member retention and dedicate the necessary resources to improve the member experience. We currently have 5 club coaches. Increasing member retention will aid these clubs in becoming Distinguished. If you would like to be a club coach, contact Tom Willison.

We currently have 403 payments.

Our goal is to help every club earn DCP goal 7 (four new members) and goal 8 (four more new members). One way to do this is with a plan. Clubs should have prepared their *Club Success Plan* or do so this month. Part of the plan deals with membership building.

See the attached Club Retention report for details. (There is no report attached this month).

Corporate Relations Report

The primary purpose of this role is to work with the major corporations in our district and build new clubs. We are seeking a Corporate Relations Chair for the 2023-2024 year.

See the attached Corporate Retention report for details. (There is no report attached this month).

Prison Club Report – Jon Greiner, DTM

Jon's team is responsible for building new prison clubs and maintain current prison clubs, in District 54. The Prison outreach team is still looking for a Prison Club Fund Raising Coordinator and a New Prison Club Chair. If you think you might be interested, please contact Jon or Wendy.

We have two prison clubs. Current Club Mentors are committed to supporting their clubs as soon as we can gain access to them.

We have adequate funds available to start and support several additional prison clubs this year.

See the attached Prison Club report for details. (There is no report attached this month).

Marketing Plan

The trio recently completed an initial draft of the District Success Plan which includes plans for membership retention and growth. We have some exciting new programs for the coming year. The plan will be presented in its entirety at the next DEC meeting in September along with the marketing budget. Our district has also recently completed a District Marketing Analysis plan which will be submitted to TI as a requirement to be eligible to become distinguished.

Marketing Promotions

There are a variety of marketing promotions designed to help clubs attract new members; generate leads for new clubs; and stimulate intra-club activities to strengthen existing clubs and share ideas. Please refer to the “*Marketing Promotions 2023-2024*,” which will be posted on the district website at <https://d54TM.org/>, once the District budget is approved.

Marketing Resources

We expect to have a “Resources for Building/Rebuilding Clubs” on the District website at <https://d54TM.org/>,

Sharing Ideas

One of the great things about Toastmasters is their willingness to share ideas. I would like to have monthly training webinars to help clubs obtain new members and retain existing members. Please send me your ideas on what you want to see at these monthly webinars. How can the District, and your Area/Division Directors help you be successful?

Respectively Submitted,
Thanks,
Wendy Pesavento, DTM
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“Changing the world one Toastmaster at a time.”