

TOASTMASTERS
INTERNATIONAL®

Bala Sreedharan, DTM

District Director
Toastmasters District 54
2020-2021



May 1, 2021, District Council Meeting - District Director Report

Main Talking Points

- District Performance Summary and Current State
- District 54 Focus and Priorities: May – June 2021
- District 54 Updates and Reminders
- Toastmasters International updates

District 54 Performance and Current State

District 54 Performance

-25.37% Growth



Paid Clubs	
Base	To Date
67	50
Goals	
Distinguished	
69	
Select Distinguished	
70	
President's Distinguished	
71	
Smedley Distinguished	
73	

-27.39% Growth



Payments	
Base	To Date
2,231	1,620
Goals	
Distinguished	
2,265	
Select Distinguished	
2,298	
President's Distinguished	
2,343	
Smedley Distinguished	
2,410	

4.48% of Clubs



Distinguished Clubs	
Base	To Date
67	3
Goals	
Distinguished	
27	
Select Distinguished	
31	
President's Distinguished	
34	
Smedley Distinguished	
37	

Membership Payments

Late	Oct	Apr	Total	New	Charter	Total	Active Clubs
27	705	680	1,412	188	20	1,620	67

Changes since March

- -8 Paid Clubs (8 or more members) (58 in March to 50 now)
- +433 Payments (+388 April Renewals + 45 new members)
- +3 Distinguished Clubs

60 days left in the year!!!

District 54 Current State - 14 Clubs with 0 members

Can any of these clubs be revived before July 2021?

Div	Area	Club Name	Mem. Base	Active Members
A	10	Rockford Club	8	0
A	11	AGWN Voices Toastmasters	16	0
B	20	Yash Toastmasters Club (Suspended)	1	0
B	20	Hilltop Toaster Club	9	0
B	21	Lincoln-Douglas (Suspended)	0	0
B	22	Quad Cities Nuclear Power Speakers	22	0
B	22	S.W.A.P Toastmasters Club	20	0
C	30	Riverfront Club (Suspended)	7	0
C	32	Pekin Insurance Toastmasters (Suspended)	4	0
D	42	State Farm Summit Talks Club	8	0
D	43	College of Business Club	16	0
E	51	Bolingbrook Area Chamber of Commerce Toastmasters (Suspended)	0	0
E	52	Lincoln Trails Club (Suspended)	5	0
E	52	Illini Toastmasters (Suspended)	15	0

District 54 Current State - 10 Clubs with < 8 members

How many of these can get to 8 or more members by June?

Div.	Area	Club Name	Mem. Base	Active Members
B	20	Esprit De Corps	11	6
B	21	Prairieland Toastmasters Club	10	1
B	22	Orpheum Orators Club	10	7
C	31	Tech It Easy	8	7
C	32	Tazewell Toastmasters	11	6
D	41	State Farm Talkin' 24/7	10	2
D	43	Sunrise Speakers Club	12	6
E	50	Joliet Jesters Club	12	5
E	51	Morris Area Toastmasters Club	9	7
E	52	GSI Toastmasters	8	6

District 54 Focus and Priorities May – June 2021

▶ 60 Paid Clubs by June 2021

- 67 in July 2020, 58 in March 2021, 49 now. 11 needed.
- How: Membership Renewals and Growth (Advertising, **Open Houses**, Incentives, Speechcraft)

▶ 18 Distinguished Clubs

- 17 last year, Now 3, 15 more needed
- How: Pathways Goals, Submit Awards, Membership Growth and Retention

▶ More Pathways Enrollment and Level 1 Completions

- Enrollment now: 89% all members, 96% officers, **73%** New members
- 106 Level 1s. Need as many as we can get!
- How: Focus on Pathways Enrollment, especially new members, and Level 1 completions

▶ Club and District Officers Elections, Training, and Transition

- Election of 2021-2022 club and district officers
- Summer Toastmasters Leadership Institute (TLI) for Club Officers
- Area/Division Directors Training

District 54 Updates and Reminders

Area Director Club Visits

- Round 2: January – April, Reports due by May 31.
- Minimum 4 visits recommended by Toastmasters International. Only two reports are needed.

District 54 Advertising Campaign (Facebook and LinkedIn)

- Facebook Ad campaign 1/25 – 4/13/21. LinkedIn launched on 4/8/21.
- Target locations: Peoria, Bloomington, Aurora, Moline, Galesburg, Rockford, Decatur, and Champaign.
- Ad links to <https://d54tm.com/d54-clubs> where the person look up clubs and contact the district.

Toastmasters International Updates

New Club Incentive

Effective immediately, any new clubs that organize now through June 30, 2021, will have the charter fee (\$125 USD) and the new member fees (\$20 USD per member) waived. To qualify, new clubs will need to fully complete the charter process, pay the \$45 USD membership dues for each charter member, *and* pay the prorated amount for the next renewal cycle (April 2021 for clubs organizing through March **or** October 2021 for clubs organizing April through June) by June 30, 2021. Members of clubs which charter in this time frame will pay the total amounts (at the time of charter) as follows:

Month	Membership Dues	Prorated Dues Amount	Total Amount (per member)
February	\$45 USD	\$15.00 USD	\$60.00 USD
March	\$45 USD	\$7.50 USD	\$52.50 USD
April	\$45 USD	\$45.00 USD	\$90.00 USD
May	\$45 USD	\$37.50 USD	\$82.50 USD
June	\$45 USD	\$30.00 USD	\$75.00 USD

This incentive is also applicable to prospective clubs that have already submitted the charter fee. If the prospective club completes the process of organizing their club by June 30, 2021, the charter fee will be refunded.

Toastmasters International Updates

Speechcraft – Digital Experience

- ▶ DTM requirement: Serve successfully as a club sponsor or **conduct a Speechcraft** or Youth Leadership program.
- ▶ Club level only / District can gift as incentive (\$50.00 for 5 participants)
- ▶ <https://www.toastmasters.org/shop/8600--Speechcraft-Digital-Bundle>
- ▶ Contact Wendy Pesavento for help with conducting speechcraft workshop
- ▶ Fundraising / Incentive Approaches
 - Breakeven Approach – charge \$15 each to cover the \$50 cost
 - As membership incentive – charge \$45 and apply it to 6 months membership dues
 - Immediate benefit approach – can charge up to 12 months dues for a positive return