



Section 1	Section 2	
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## District Mission

The mission of this District is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of this District, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- Focusing on the critical success factors as specified by the District educational and membership goals.
- Ensuring that each club effectively fulfills its responsibilities to its members.
- Providing effective training and leadership-development opportunities for club and District officers.

## District Strategies

## Team Composition

Name the members of the District’s core team.\*

District Director	Wendy
Pesavento	
Program Quality Director	Estelle
Foster	
Club Growth Director	Chris

Name the members of the District’s extended team.\*

TLI South Dean Summer	Sherri
DeLeonardis	
TLI North Dean Summer	Rachael
Berry	
TLI Virtual Summer	

## Values

Toastmasters International’s core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters’ core values provide a means of guiding and evaluating the organization’s operations, planning, and vision for the future.

What are the District’s core values?\*

The core values of D54 are the same as the core values of Toastmasters International. In addition, D54 values inclusivity, achievement, and recognition as guiding core values.

## Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)<sup>\*</sup>

The D54 District Leadership team's principles include leading by example, establishing trust, encouraging collaboration, promoting continuous learning, practicing open communication, and celebrating successes.

## Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)<sup>\*</sup>

The obstacles that D54 District Leadership team may face when strategizing are individual District Leader time commitments outside of Toastmasters and communication style differences.

## Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)<sup>\*</sup>

The D54 District Leadership team meeting protocol will utilize Zoom (or other video conferencing medium), email, text, and phone call. This protocol will be used when processing tasks. The meeting protocol will utilize a pre-prepared agenda, stay on time and on task, take time to collaborate, and follow up with an action plan.

## Team Interactions and Behavioral Norms

How will decisions be made?<sup>\*</sup>

The D54 District Leadership team will make decisions by defining the particular issue at hand, gather data when available, analyze the data, discuss the options, and choose the best option for the individual members and district as a whole.

Goal 1: Membership Payments Growth	Goal 2: Club Growth	Goal 3: Distinguished Clubs	
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Membership payments base

1,588

Distinguished (Membership payments base x 1.01)

1,604

Select Distinguished (Membership payments base x 1.03)

1,636

President’s Distinguished (Membership payments base x 1.05)

1,668

Smedley Distinguished (Membership payments base x 1.08)

1,716

Situation Analysis

What is the current situation in the District? How many members did the District add last year? Does the District have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)\*

The overall situation in D54 in 2024-2025 was positive. D54 achieved the level of Select Distinguished in the Distinguished District Program. The District also had 100% club retention and D54 approximately 70% member retention The D54 membership base in 2024-2025 was 1575. and the membership base in 2025-2026 is 1588. D54 does not anticipate any challenges that cannot be overcome.

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.)\*

In terms of membership payment growth, D54 has set the goal of receiving 858 member payments per renewal period. D54 will achieve this goal by performing 5 supportive actions.

#### Action 1\*

D54 will promote early membership renewal by implementing district sponsored in

#### Action 2\*

D54 will increase the awareness of membership renewal deadlines for every club.

#### Action 3

D54 will add new clubs to the District.

#### Action 4

D54 will add new members to existing clubs through internal marketing.

#### Action 5

D54 will refocus members on their personal goals and the benefits of their Toastma

## Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and gift certificates to the Toastmasters store.) \*

The resources that D54 will use to increase membership payments are: early membership renewal incentives for clubs that are paid for by the District budget, investing in human resources to train club officers, Area Directors, and Division Directors to cultivate quality clubs that retain and attract members, and by using the district budget to invest in internal and external marketing that will attract and grow new clubs.

## Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?\*

The District Director is responsible for creating the plan that will incentivizes district members to renew early. The PRM will publicize the incentives.  
The PQD is responsible for promoting the education programs that will result in well trained club officers, Area Directors, and Division Directors.  
The CGD is responsible for creating a marketing plan for the District and executing the vision

Action 1\*

The District Director will create an incentive plan that will encourage district membe

Action 2\*

The PRM will publicize early membership renewal incentives.

Action 3

The PQD is responsible for promoting the education programs that will train club of

Action 4

The CGD is responsible for creating a marketing plan for the District and overseeing

Action 5

The PRM is responsible for promoting the efforts to attract new clubs.

## Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?\*

The progress will be assessed through the District metrics by the trio on an ongoing basis.

Action 1\*

Actions will begin immediately

Action 2\*

Actions will begin immediately

### Action 3

Actions will begin immediately and last the entire TI year

### Action 4

Actions will begin immediately and last the entire TI year

### Action 5

Actions will begin immediately.

Answer the same types of questions to reach each additional District goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the District?\*

No additional goals are planned.

## Situational Analysis

What is the current situation in the District? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that Areas and Divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)\*

## Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as *assigning an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.*)\*

Action 1\*

Action 2\*

Action 3

Action 4

Action 5

## Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include past District directors, Area and Division director, the District website, and a nomination committee.)\*

## Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?\*

Action 1\*

Action 2\*

Action 3

Action 4

Action 5

# Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?\*

Action 1\*

Action 2\*

Action 3



Action 4

Action 5

## District Success Plan

### Team Composition

Name the members of the District’s core team.*		Name the members of the District’s extended team.*	
Pesavento			
Program Quality Director	Estelle	TLI South Dean Summer	Sherri
Foster		DeLeonardis	
Club Growth Director	Chris	TLI North Dean Summer	Rachael
Kostelec		Berry	
IPDD	Garv	TLI Virtual Summer	

### Values

Toastmasters International’s core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters’ core values provide a means of guiding and evaluating the organization’s operations, planning, and vision for the future.

What are the District’s core values?\*

The core values of D54 are the same as the core values of Toastmasters International. In addition, D54 values inclusivity, achievement, and recognition as guiding core values.

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### Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)\*

The D54 District Leadership team's principles include leading by example, establishing trust, encouraging collaboration, promoting continuous learning, practicing open communication, and celebrating successes.

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## Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)\*

The obstacles that D54 District Leadership team may face when strategizing are individual District Leader time commitments outside of Toastmasters and communication style differences.

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## Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)\*

The D54 District Leadership team meeting protocol will utilize Zoom (or other video conferencing medium), email, text, and phone call. This protocol will be used when processing tasks. The meeting protocol will utilize a pre-prepared agenda, stay on time and on task, take time to collaborate, and follow up with an action plan.

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## Team Interactions and Behavioral Norms

How will decisions be made?\*

The D54 District Leadership team will make decisions by defining the particular issue at hand, gather data when available, analyze the data, discuss the options, and choose the best option for the individual members and district as a whole.

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What will be the team's method of communication? Determine the team's first preference, second preference, and so on.

The D54 District Leadership team will communicate via Video call (Zoom/teams), email, text, and phone call.

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What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

The communication parameters for the D54 District Leadership team will include bi monthly online meetings and necessary issue specific meetings. Other communications will occur as needed utilizing text, email, and phone call.

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How will the team resolve differences of opinion?

In matters of process and procedure, the D54 District Leadership team will resolve differences of opinion by seeking guidance from existing TI materials. District Leadership will also look to historical data and take into consideration what has worked best in the past. For interpersonal issues, D54 District Leadership will seek the assistance of SPAC mentors for support.

How will the team support one another?

The D54 District Leadership team will support each other by providing positive and supportive words, practicing non-judgement, providing transparency, and scheduling frequent communication.

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How will the team ensure equitable participation when completing activities?

The D54 District Leadership Team will ensure equitable participation by assessing tasks, discussing scope, and dividing work fairly among members.

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How will team members be held accountable for their responsibilities?

The D54 District Leadership team members will be held accountable for their responsibilities by completing assigned tasks associated with individual roles correctly and on time. If a team member is struggling, it is the member's responsibility to ask for support. As a result, the team will collaborate to find an equitable solution.

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How will the core team and extended teams be recognized for their efforts?

The D54 District core leadership team and extended teams will be recognized for their efforts with public acknowledgement, praise, awards, and new opportunities presented.

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## Membership Payments Growth

### Situation Analysis

What is the current situation in the District? How many members did the District add last year? Does the District have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)\*

The overall situation in D54 in 2024-2025 was positive. D54 achieved the level of Select Distinguished in the Distinguished District Program. The District also had 100% club retention and D54 approximately 70% member retention. The D54 membership base in 2024-2025 was 1575, and the membership base in 2025-2026 is 1588. D54 does not anticipate any challenges that cannot be overcome.

### Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.)\*

In terms of membership payment growth, D54 has set the goal of receiving 858 member payments per renewal period. D54 will achieve this goal by performing 5 supportive actions.

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#### Action 1

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#### Action 2

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#### Action 4

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#### Action 5

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## Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and gift certificates to the Toastmasters store.) \*

The resources that D54 will use to increase membership payments are: early membership renewal incentives for clubs that are paid for by the District budget, investing in human resources to train club officers, Area Directors, and Division Directors to cultivate quality clubs that retain and attract members, and by using the district budget to invest in internal and external marketing that will attract and grow new clubs.

## Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?\*

The District Director is responsible for creating the plan that will incentivizes district members to renew early. The PRM will publicize the incentives.

The PQD is responsible for promoting the education programs that will result in well trained club officers, Area Directors, and Division Directors.

The CGD is responsible for creating a marketing plan for the District and executing the vision

#### Action 1\*

The District Director will create an incentive plan that will encourage district memb

#### Action 2\*

The PRM will publicize early membership renewal incentives.

#### Action 3

The PQD is responsible for promoting the education programs that will train club of

#### Action 4

The CGD is responsible for creating a marketing plan for the District and overseeing

#### Action 5

The PRM is responsible for promoting the efforts to attract new clubs.

## Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?\*

The progress will be assessed through the District metrics by the trio on an ongoing basis.

//

#### Action 1\*

Actions will begin immediately

#### Action 2\*

Actions will begin immediately

#### Action 3

Actions will begin immediately and last the entire TI year

#### Action 4

Actions will begin immediately and last the entire TI year

#### Action 5

Actions will begin immediately.

## Club Growth

## Situational Analysis

What is the current situation in the District? How many clubs did the District add last year? Does the District have special challenges? (One situation might be that members in the District don't know how to generate interest in new clubs.)\*

D54 added one new club in 2024-2025 and one new club to date in 2025-2026. One challenge to be aware of is that four clubs currently have 8 members and may require intervention. Two clubs are currently potential candidates for charter.

## Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)\*

The strategy that the district will take to grow clubs in 2025-2026 is threefold; retain 100% of existing clubs, grow membership in existing clubs, and add new clubs to the district.

### Action 1

The CGD will to register all D54 clubs with Google as NFP Corporations to increase

### Action 2

The CGD will target corporations with a customer service focus or segment for new

### Action 3

The CGD will pursue the addition of new clubs at 55+ communities.

### Action 4

The CGD will leverage contacts with local colleges and universities to add college cl

### Action 5

The CGD will create a plan to Incentivize current members to bring guests.

## Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include a club extension committee, a demonstration team, and [infokits@toastmasters.org](mailto:infokits@toastmasters.org).)\*

The District budget will be utilized for efforts that support club retention, club growth, and the addition of new clubs.

## Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?\*

Chris Kostelec -CGD, Open - Club extension chair, Tom Willison - Club Retention, Public Relations/Newsletter - Karen Walch

### Action 1\*

Tom Willison is the Club Extension Chair and responsible for locating club coaches f

### Action 2\*

Karen Walch, PRM, and Lori Creighton are responsible leveraging the District Dispa

### Action 3

Chris Kostelec, CGD, is responsible for filling empty chair positions within club grow

### Action 4

Chris Kostelec, CGD will develop PR and advertising videos and publications for we

### Action 5

## Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?\*



Each action item is underway and will be assessed by the Trio on a monthly basis.

#### Action 1\*

Actions will begin immediately and last the entire TI year.

#### Action 2\*

Actions will begin immediately and last the entire TI year.

#### Action 3

Actions will begin immediately and last the entire TI year.

#### Action 4

Actions will begin immediately and last the entire TI year.

#### Action 5

## Distinguished Clubs

### Situation Analysis

What is the current situation in the District? What percent of District clubs are typically Distinguished? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that members in the District don't know how to achieve success.)\*

D54 had 23 distinguished clubs in 2024-2025, 19 distinguished clubs in 2023-2024, and 16 distinguished clubs in 2022-2023. D54 members are aware of the former requirements for distinguished but the district needs to communicate the new requirement of the Club Success Plan being submitted by 30Sep2025.

### Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as training all

Area and Division governors on the Distinguished Club Program.)\*

The district is implementing an incentive for the clubs that get their CSP submitted by 15Sep2025. The district is also implementing an incentive for the first 10 clubs that achieve distinguished status. There will also be a frequent communication with the district encouraging them to achieve distinguished status for the sake of their members.

#### Action 1\*

Communication at all levels and increased awareness of all DCP goals and sending e

#### Action 2\*

Greater than 75% of club officers trained at COT resulting in knowledge within the c

#### Action 3

>85% of DivD/AD's trained to help assist with club encouragement and recognition

#### Action 4

Increase pathways engagement at the club level to meet DCP educational goals.

#### Action 5

Promote clubs to add new members to meet DCP membership goals with both the r

## Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and the Distinguished Club Program and Club Success Plan (Item 1111).)\*

District team, District Dispatch, \$250 has been budgeted for incentives

## Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?\*

District Trio, Public Relations Manager, Division & Area Directors, TLI Deans, and education committees

//

Action 1\*

District Trio

Action 2\*

PQD

Action 3

PQD

Action 4

PQD and Pathways coordinator

Action 5

District Trio

## Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?\*

Actions will begin immediately and last the entire TI year.

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Action 1\*

Actions will begin immediately and last the entire TI year.

Action 2\*

Actions will begin immediately and last the entire TI year.

Action 3

Actions will begin immediately and last the entire TI year.

#### Action 4

Actions will begin immediately and last the entire TI year.

#### Action 5

Actions will begin immediately and last the entire TI year.

## Additional Goals

No additional goals are planned.

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## Situational Analysis

What is the current situation in the District? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that Areas and Divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)\*

//

## Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as *assigning an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.*)\*

//

Action 1\*

Action 2\*

Action 3

Action 4

Action 5

## Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include past District directors, Area and Division director, the District website, and a nomination committee.)\*

//

## Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?\*

//

Action 1\*

Action 2\*

Action 3

Action 4

Action 5

## Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?\*

//

Action 1\*

Action 2\*

Action 3

Action 4

Action 5

## Starting Numbers

Club Base	<input type="text" value="48"/>
Membership Payments Base	<input type="text" value="1,588"/>
Number of Division and Area Directors	<input type="text" value="12"/>

## Qualifying Requirements

Submission of District Success Plan by September 30. Submission of Division and Area Director Training Report for 85 percent of Division and Area directors by September 30.

Number of Division and Area Directors x 0.85	<input type="text" value="10"/>
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	Membership Payments Growth	Club Growth	Distinguished Clubs
Distinguished	Membership Payments Base x 1.01 <input type="text" value="1,604"/>	Club Base * 1.01 <input type="text" value="49"/>	* 0.45 <input type="text" value="22"/>
Select Distinguished	Membership Payments Base x 1.03 <input type="text" value="1,636"/>	Club Base * 1.03 <input type="text" value="50"/>	* 0.5 <input type="text" value="24"/>
President's Distinguished	Membership Payments Base x 1.05 <input type="text" value="1,668"/>	Club Base * 1.05 <input type="text" value="51"/>	* 0.55 <input type="text" value="27"/>
Smedley Distinguished	Membership Payments Base x 1.08 <input type="text" value="1,716"/>	Club Base * 1.08 <input type="text" value="52"/>	* 0.6 <input type="text" value="29"/>

# Tracking

Use online reports, available at [www.toastmasters.org/DistinguishedPerformanceReports](http://www.toastmasters.org/DistinguishedPerformanceReports), to keep track of the District’s progress toward its goals. Create milestones throughout the year to measure your progress.\*

Goals	Quarter 1			Quarter 2				C
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
Membership Payments Growth								
Club Growth								
Distinguished Growth								

Add a goal



Need Help?

Chat with Ora ...