

November 20, 2021

Club Growth Director Report

Critical Success Factors

	Paid Clubs	Member Payments
Goal	64	1851
Actual	50	766
Base	59	1713
"+/-"	-14	-1085

Goal 1: Club Growth (Base 59)

Distinguished	Club Base x1.015	= 60
 Select Distinguished 	Club Base x1.03	= 61
 President's Distinguished 	Club Base x1.05	= 62
 Smedley Distinguished 	Club Base x1.08	= 64

Goal 2: Membership Payments (Base 1713)

•	Distinguished	Club Base x1.015	= 1739
٠	Select Distinguished	Club Base x 1.03	= 1765
٠	President's Distinguished	Club Base x1.05	= 1799
•	Smedley Distinguished	Club Base x1.08	= 1851

Club Extension Report – Chris Boyk, DTM

We have 26 new members since last month. We have a net loss of 120 members, or 15% since the beginning of the year. Chris and Darryl are currently working on several new clubs. The Elgin club is expected to charter soon.

Club Quality & Membership Report – < Open>

We started the year with 20 clubs in the 13-19 range. We now have 18 clubs in the 13-19 range.

Club Retention Report – Bonnie Tippey, DTM, PDG & Tom Willison, DTM, PDG (0-12)

We started the year with 35 clubs in the 0-12 range. We now have 37 clubs in 0-12. We have 29 in the 8-12, and 8 in 0-7.

We are working to find Club Coaches for the clubs that have requested one.

We are working on an onboarding session for new club coaches.

We had a Club Coach Panel discussion to let members know what past coaches have done. We had a Club Coach training scheduled for November 18, but have to reschedule it.

Corporate Relations Report – Chris Boyk, DTM

Chris has been meeting with the Corporate Relations Coordinators to develop a plan to build Corporate Clubs.

Prison Club Report – Jon Greiner, DTM

No change in club status since last month. Prisons are still on lock-down because of Covis-19. We cannot get into the prisons to conduct meetings. We should be able to be back in the Prisons soon. We have the funds to start three prison clubs. Some prison clubs are planning on allowing Zoom meetings in the future.

Club Advertising Campaign

We have continued our Facebook ad to build brand awareness.

Dues

Dues were due by September 30 for the October 1, 2021, to March 31, 2022, period. So far only 50 clubs have submitted payments for a minimum of 8 members. Area Directors please reach out to your clubs and asked them to reach out to the members who have not paid, to see if they will pay. We lost clubs. We have 58 active clubs. The following clubs have not paid for the minimum of 8 members. I expect we can save 4 of these. That still leave us short of the 60 clubs we need to remain a District.

<u>Club</u>	<u>Div</u>	<u>Area</u>	Renewal_Status	<u>Name</u>
2702	В	22	**Renewals not here**	Tazewell Toastmasters
5765	В	21	**Renewals not here**	Prairieland Toastmasters Club
6556156	D	42	**Renewals not here**	GSI Toastmasters
2134378	В	23	Low - Minimum requirement not yet met	Tech It Easy
817159	В	21	Low - Minimum	Orpheum Orators Club

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			requirement not yet met	
7438156	В	20	Low - Minimum requirement not yet met	Deere 13th Communicators
5999	В	20	Low - Minimum requirement not yet met	Esprit De Corps Club
3190	A	12	Low - Minimum requirement not yet met	De Kalb Area Toastmasters

Club & Membership Building Incentives

Please visit the District 54 website to view the Club & Membership Building incentives <u>https://d54tm.com/incentives</u>.

Respectively Submitted for Heather Blase by

Dan Kyburz, DTM Program Quality Director 630-770-4993 (cell)

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