



Wendy Pesavento, DTM
Club Growth Director
District 54 Toastmasters
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Saturday, December 16, 2023

Club Growth Director Report

Meet your marketing team

Club Growth Director – Wendy Pesavento, DTM
Club Extension Chair – <open>
Club Retention Chair – Tom Willison, DTM, PDG
Corporate Relations Chair – Julia Hsa
Prison Club Manager – Jon Greiner, DTM, PIP

D54 is seeking a Club Extension Chair. This position, along with all the job descriptions, are 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

D54 currently has a base of 50 clubs, and we currently have 47 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. According to TI, D54 needs to have 60 paid clubs by June 30, 2024, to maintain our independent district status.

D54 has a new club chartering in Freeport, Illinois. Tom Willison and Wendy Pesavento are assisting in onboarding the club.

D54 Storytelling club is on hold. We need 5-7 experienced Toastmasters to volunteer to attend 3 launch meetings to get started. Please contact Wendy Pesavento to volunteer.

D54 received 0 leads this month from TI.

If you want to be a Club Sponsor, or Club mentor, please contact Tom Willison. We also need experienced DTM's and district leaders for Demonstration meetings.

Club Retention Report – Tom Willison, DTM, PDG

D54 starts this TI year with a payment base of 1557 members, 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 currently have 783 payments. We have 13 clubs at charter strength or above. 14 clubs that fall into the 13-19-member range. We have 10 clubs that have 8-12 members. We have 1 club with 0-7 members.

On Dec 7, 2023, Tom Willison, Gary Vaughn, Noel Ganay, and Wendy Pesavento presented a Zoom seminar about adding new members to existing clubs. The panel discussion had a modest turnout. Participant feedback was positive. Tom Willison indicated that he would like to make some changes and offer the seminar again in this Toastmasters year.

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. Many clubs have already submitted their club success plans to their AD's.

Corporate Relations Report

Julia Has who has volunteered to support the district as our Corporate Relations Chair. Currently Julia is working on a lead we received for a new corporate club in Manteno.

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 and has analyzed the Facebook metrics to improve the click through rate. 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.”