



Dan Kyburz, DTM

Club Growth Director

District 54

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<https://d54TM.org>

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Club Growth Director Report

Meet your marketing team

Club Growth Director – Dan Kyburz, DTM
 Club Extension Chair – Kelly Nielsen, DTM, PRA
 Club Quality & Membership Coordinator – Bonnie Tippey, DTM, PDG
 Club Retention Chair – Valerie Horton, DTM, PDD
 Corporate Relations Chair - <open>
 Prison Club Manager – Jon Greiner, DTM, PIP

Critical Success Factors

	Paid Clubs	Member Payments
Goal	73	2,410
Actual	57	869
Base	67	2,231
"+/-"	-18	-1,541

Goal 1: Club Growth (Base 67)

- Distinguished Club Base x1.015 = 69
- Select Distinguished Club Base x1.03 = 70
- President's Distinguished Club Base x1.05 = 71
- Smedley Distinguished Club Base x1.08 = 73

Goal 2: Membership Payments (Base 2,231)

- Distinguished Club Base x1.015 = 2265
- Select Distinguished Club Base x 1.03 = 2298
- President's Distinguished Club Base x1.05 = 2343
- Smedley Distinguished Club Base x1.08 = 2410

Club Extension Report – Kelly Nielsen, DTM

Chris Boyk, DTM brought us a new club, PitchMasters, a corporate club at Panduit, in Tinley Park, chartered 12/01/2020 with 20 members.

We have reached out to all the club leads in the TI database. Many have not responded in over two months. There is hope for a few of them when we start meeting in person.

Club Quality & Membership Report – Bonnie Tippey, DTM (13-19)

We started the year with 37 clubs in the 0-12 range. We now have 48 clubs in 0-12. We have 31 in the 8-12, and 17 in 0-7. Bonnie will reach out to these clubs in the next week or two and remind them of the importance of mid-year training.

Club Retention Report – Valerie Horton, DTM (0-12)

We had a Club Coach call on December 21, at 7 pm. There were only two members on the call.. Our next Club Coach Call is scheduled for January 18, at 7:00 pm. If you would like to attend, please let Val or me know so we can send you the link.

Corporate Relations Report – <open>

This is a new position this year. The primary purpose is to work with the major corporations in our district and build new clubs. We are currently searching for a qualified candidate. If you think you might be interested, please contact me.

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.

Club & Membership Building Incentives

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

Dues

Dues were due September 31. So far 56 clubs have paid dues. Ten clubs have not paid dues, and 7 have paid something. Five of the clubs have 7 members, one has 6. Area directors please reach out to your clubs on the list below and see if you can get them to pay dues.

<u>Club</u>	<u>Division</u>	<u>Area</u>	<u>Renewal Status</u>	<u>Name</u>	<u>Location</u>
1752	A	10	**Renewals not here**	Rockford Club	Rockford
6716054	E	52	**Renewals not here**	Illini Toastmasters	Champaign
3228	D	42	**Renewals not here**	State Farm Summit Talks Club	Bloomington
3145183	C	32	**Renewals not here**	Pekin Insurance Toastmasters	Pekin
7447100	B	22	**Renewals not here**	Quad Cities Nuclear Power Speakers	Cordova
612882	C	30	**Renewals not here**	Riverfront Club	PEORIA
5471100	A	11	**Renewals not here**	AGWN Voices Toastmasters	Batavia
1196	B	21	**Renewals not here**	Lincoln-Douglas Club	Canton
4349525	B	20	**Renewals not here**	Yash Toastmasters Club	East Moline
5251725	E	51	**Renewals not here**	Bolingbrook Area Chamber of Commerce Toastmasters	Bolingbrook
6556156	E	52	Low - Minimum requirement not yet met	GSI Toastmasters	Paris
843254	D	43	Low - Minimum requirement not yet met	College of Business Club	Normal
7889	B	20	Low - Minimum requirement not yet met	Hilltop Toaster Club	East Moline
1354	E	52	Low - Minimum requirement not yet met	Lincoln Trails Club	Charleston
5765	B	21	Low - Minimum requirement not yet met	Prairieland Toastmasters Club	Peoria
7438156	B	20	Low - Minimum requirement not yet met	Deere 13th Communicators	East Moline
4290	E	51	Low - Minimum requirement not yet met	Morris Area Toastmasters Club	Morris

It's not too late to claim your free Pathway, If you renewed your October 1 dues by December 31. You have until March 31 to claim your free Pathway. Go to the TI website, and go to the Pathways section to claim it.

Club Officer Training

There is a correlation between quality clubs and the number of officers trained. The DCP goals call for a minimum of 4 officers trained twice a year. Since the training is virtual, and offered during the week, on Saturday, and Sunday, there's no excuse for not getting all 7 officers trained. You can register on the district 54 website <https://d54tm.com/training-winter-2021> for the following sessions:

January 25 (7:00 pm – 9:25 pm) & January 26 (7:00 pm – 8:40 pm)

January 31 (1:00 pm – 5:15 pm)

February 6 (9:00 am – 1:15 pm)

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 Directors help you be successful?

Respectively Submitted,
Dan Kyburz, DTM
D54 Club Growth Director
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"Where leaders are made."