



Club Growth Director Report

District 54

24 August 2024

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Marketing Team

Club Growth Director – Estelle Foster
Club Extension Chair – Open
Club Retention Chair – Tom Willison, DTM, PDG
Corporate Relations Chair – Jon Greiner, DTM, PIP
Prison Club Manager – Jon Greiner, DTM, PIP

D54 is seeking a Club Extension Chair. This position, along with all the job description, is posted on the D54 website. Contact any 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

The end of the year membership and club numbers are now available on the Toastmasters International website. District 54 is beginning the 2024-2025 year with a base of 46 clubs. We will need to end the year with 46 clubs to be Distinguished, 47 to be Select Distinguished, 48 to be President's Distinguished and 49 to be Smedley Distinguished. As we all remember, our District Vision is to restore and maintain a dynamic community of 50 clubs. D54 will need assistance from each of you present to achieve our Vision.

I want to encourage everyone to keep building new clubs top of mind throughout this Toastmasters' year.

Tom continues to meet with Constellation Nuclear to see what can be done to get a new club started there. Currently, they have 7 committed to joining but need to increase that number to get management to "roll the dice." Currently, they are considering offering a virtual component to allow for potential new members from other locations to get to 20 members.

I am working on updating the Toastmasters Lead Management, or TLM, on the TI website. If your name is listed as the Assigned Owner of any open leads, you may be getting an email from me requesting an update. Or you may receive an automated email from TI if the lead's status is changed to closed, due to a bug in their system.

Club Retention Report – Tom Willison, DTM, PDG

D54 started this TI year with a payment base of 1575 members. We need 1591 member payments to be Distinguished, 1623 to be Select Distinguished, 1654 to be President's Distinguished, and 1701 to be Smedley Distinguished. We have 12 clubs at charter strength or above. 13 clubs fall into the 13 – 19

member range. There are 20 clubs that have 8 – 12 members. We have 2 club with 0 – 7 members. We need to focus on member retention and dedicate the resources necessary to improve the member experience.

Joliet Jesters, which just had their suspended status removed, are creating their Club Success Plan to build their membership up.

Quad City Easy Speakers have requested a Club Coach. Tom is working on matching them with someone he believes will be a great match for the club. Efforts are underway to get to 8 members by 30Sep2024. It appears there are some “dual” members in the works.

If your club has 12 or fewer members and is wanting a Club Coach, reach out to Tom at tomwillison3@gmail.com. Or if you are an experienced Toastmaster and you want to help out by being a Club Coach, again reach out to Tom.

Prison Club Report – Jon Greiner, DTM, PIP – Prison Club Manager

The D54 Prison Club Team has been invited to attend an exploratory meeting to determine if there is common ground between Toastmasters and the Joliet Catholic Diocese in working with Central Illinois prisons. D54 has not been successful in recruiting volunteers for prison club support within our own ranks, but the diocese seems to be willing to go into prisons as they have done in the past. We have our first meeting on Tuesday 27 August to determine if we could leverage each other's strengths and to determine next possible steps. The Joliet Diocese has already been talking to the Peoria Diocese--- several prisons fall within the boundaries of these two dioceses.

We have plenty of opportunities for new prison clubs in D54 but would need ongoing club mentors for each of those new clubs. Please let Jon Greiner know at greinerjon@aol.com know if you have questions or want to get involved with prison clubs.

Marketing Plan

The Marketing Plan for the 2024 - 2025 year is in progress.

I would like to again point out that we need more people helping out with the work of the Marketing team to ensure that District 54 remains a vibrant district within Toastmasters International. If you have any interest in helping us out, please reach out to myself, Tom or Jon. We'd love to have you on our team.