



Wendy Pesavento, DTM
Club Growth Director
District 54 Toastmasters
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Saturday, February 17, 2024

Club Growth Director Report

Meet your marketing team

Club Growth Director – Wendy Pesavento, DTM
Club Extension Chair Darrel Felty, DTM
Club Retention Chair – Tom Willison, DTM, PDG
Corporate Relations Chair – TBD
Prison Club Manager – Jon Greiner, DTM, PIP

D54 is seeking experienced Toastmasters who can offer a few hours each month to assist in club growth related activities. TI is allowing clubs that have recently closed their doors the opportunity to move back to active status without paying the rechartering fees of \$125. If you would like to work with one of these clubs to bring them back to active status, please contact Wendy Pesavento to ask for a link to the next Club Growth meeting on Monday Feb 19, 2024, at 6:30pm on Zoom.

D54 can also use help with club extension support activities. Please check out the D54 website to see all of the available district 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.

Club Extension Report

D54 has a base of 50 clubs, and we currently have 48 paid clubs, up 1 club from last month. 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 chartered a new club in Elizabeth, Illinois at Jo Carroll Energy.

D54 Storytelling club is making progress toward going live. We have 4 volunteers and need only 3 more experienced Toastmasters to volunteer to attend 3 launch meetings to get started. Please contact Wendy Pesavento to volunteer. Patrick, CeCe, Estelle, and Bonnie have agreed to help. We only need 3 more volunteers.

Gary is working on a Spanish language club. He hopes to charter the club this TI year.

D54 received 1 lead 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 has a payment base of 1557 payments and has 890 member payments to date. 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 have 9 clubs at charter strength or above. 19 clubs that fall into the 13-19-member range. We have 17 clubs that have 8-12 members. We have 5 club with 0-7 members. Our goal is to help every club earn DCP goal 7 (four new members) and goal 8 (four more new members).

Corporate Relations Report

D54 is ramping up our efforts to make 80 cold calls in the next month. So far this month we have made 12 with one response.

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.”