



Wendy Pesavento, DTM
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District 54 Toastmasters
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Saturday, September 16, 2023

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 – <open>
Prison Club Manager – Jon Greiner, DTM, PIP

D54 is seeking a Corporate Relations 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 49 clubs. 49 clubs are necessary for our district to be distinguished, 50 clubs to be select distinguished, 51 clubs to be Presidents Distinguished, and 52 to be Smedley Distinguished. According to TI, D54 needs to have 60 active clubs by June 30, 2024, to maintain our independent district status. Now is the time to put our efforts and resources toward growing our existing clubs and starting new clubs of all types.

Darrel Felty, our Club Extension Chair asked me to mention that the district has a paid Application to Organize that is available for a new prospective club, value \$125, The funds were intended for Town of Normal, which chose not to charter at this time. A new prospective club could use these funds!

We have 2 brand new online specialty clubs in the works. Our DD, Dan Kyburz, DTM and Chris Kostalek of the Dekalb Club are sponsoring a new AI club. Wendy Pesavento is organizing a Storytelling club which has an informational meeting on Sunday, October 15, 2023, at noon on Zoom. If you are interested in learning more about AI or Storytelling, Please contact Dan and Wendy respectively.

D54 received 2 new warm leads this month. One lead is for a community club, and another is for a corporate club.

If you want to be a Club Sponsor, or Club mentor, please contact Wendy Pesavento. We also need experienced DTM's and district leaders for Demonstration meetings ASAP as we have clubs chartering soon.

See the attached Club Extension report for details. (There is no report attached this month).

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 have 10 clubs at charter strength or above. 20 clubs that fall into the 13-19-member range. We have 17 clubs that have 8-12 members. We have 2 clubs with 0-7 members.

To assist club Presidents, increase member retention and satisfaction, Tom Willison, DTM, PDG, posted an article in the D54 newsletter regarding strategies for success. In this article, Tom discussed several useful strategies that club presidents can implement to this end. To improve club engagement, club presidents were challenged to choose a strategy, implement the strategy, monitor the strategy, and report on the strategy at Presidents training at the next TLI.

In addition to the Tom's article, D54 will be sponsoring a club coach / club growth seminar in October, date TBD. The format will be Q&A and Tom Willison and Wendy Pesavento will present.

D54 needs Club Coaches. If you would like to be a club coach, contact Tom Willison.

D54 currently has 491 member payments toward the next membership renewal.

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

See the attached Club Retention report for details. (There is no report attached this month).

Corporate Relations Report

The primary purpose of this role is to work with the major corporations in our district and build new clubs. We are seeking a Corporate Relations Chair for the 2023-2024 year.

See the attached Corporate Retention report for details. (There is no report attached this month).

Prison Club Report – Jon Greiner, DTM

Jon's team is responsible for building new prison clubs and maintain current prison clubs, in District 54. The Prison outreach team is still looking for a Prison Club Fund Raising Coordinator and a New Prison Club Chair. If you think you might be interested, please contact Jon
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.

See the attached Prison Club report for details. (There is no report attached this month).

Marketing Plan

The trio completed an initial draft of the District Success Plan which includes plans for membership retention and growth. We have some exciting new programs for the coming year.

Marketing Promotions

There are a variety of marketing promotions designed to help clubs attract new members; generate leads for new clubs; and stimulate intra-club activities to strengthen existing clubs and share ideas. Please refer to the “*Marketing Promotions 2023-2024*,” which will be posted on the district website at <https://d54TM.org/>, once the District budget is approved.

Marketing Resources

We expect to have a “Resources for Building/Rebuilding Clubs” on the District website at <https://d54TM.org/>,

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/Division Directors help you be successful?

Respectively Submitted,
Thanks,
Wendy Pesavento, DTM
D54 Club Growth Director
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“Changing the world one Toastmaster at a time.”