



# Club Growth Director Report

District 54

17 Sep 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

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

Tom continues to encourage Constellation Nuclear to begin meeting in an attempt to motivate additional employees to join. We received information from Toastmasters International explaining what access a new club is given if they don't have the full 20 members.

We've received some New Club Leads from TI, but unfortunately they have not been hot leads. One was from Governors State University. Although a Dean, Professor, and student were all excited about the opportunity, it was determined that the membership fees would be too much for most students to pay. This opportunity will most likely turn into a Gavel Club, which will be supported outside of D54.

The Toastmasters Lead Management, or TLM, on the TI website has been updated based on feedback from owners of long inactive leads. Those leads have been closed.

## Club Retention Report – Tom Willison, DTM, PDG

D54 has 18 clubs that have not submitted any October dues or have not submitted the minimum requirement of dues yet. Although it's only mid-September, please reach out to your clubs and encourage them to get their membership payments in before 30Sep2024.

Joliet Jesters' membership is now at 8.

Quad City Easy Speakers' membership is up to 6. For a Coach to be assigned to their club, a club officer needs to complete the Coach curriculum in Pathways.

Caterpillar Mapleton Risers' membership has increased to 10, from 7, which will keep the club from being suspended.

Bolingbrook Area Chamber of Commerce Toastmasters is still doing their own thing. It's not clear if anyone from D54 is working with the club.

If your club has 12 or fewer members and is wanting a Club Coach, reach out to Tom at [tomwillison3@gmail.com](mailto: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 met with representatives of the Catholic Joliet Diocese to discuss a potential arrangement where D54 Toastmasters and the Joliet Diocese could leverage each other's resources in a prison environment. The meeting was very positive and led to an invitation from the Joliet Diocese Deacon to create a nonbinding proposal that would be presented to the Archbishop for final approval. That proposal has been created and reviewed by numerous D54 district leaders. After several revisions, it was forwarded to the Joliet Diocese leadership for their review. At this point, there has been no feedback from anyone in the Diocese. It is expected to take several months to receive approval from the Archdiocese. Following approval, it would take several additional months to train the Joliet Diocese prison team and to charter the first prison club under this arrangement.

Inquiries regarding new club formation have also been received from inmates in the Pekin Federal prison and the Thompson Federal prison. City leaders in Robinson, Illinois also have expressed interest in building a club at the prison in Robinson. In all cases, we have no manpower to assist with prison club startup and mentoring activities. If you are interested in helping with prison clubs, please contact Jon Greiner, DTM at [greinerjon@aol.com](mailto:greinerjon@aol.com) or 309-256-0201.

### **Marketing Plan**

The Marketing Plan for the 2024 - 2025 year is in progress and will be submitted before 30Sep2024, which is when it is due.

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.