



Dan Kyburz, DTM

Club Growth Director

District 54

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Club Growth Director Report

Meet your marketing team

Club Growth Director – Wendy Pesavento, DTM

Club Extension Chair – <open>

Club Retention Chair – Tom Willison, DTM, PDG

Corporate Relations Chair – <open>

Prison Club Manager – Jon Greiner, DTM, PIP

The club extension opportunity and Corporate Relations Chair opportunities have been offered to experienced and qualified D54 members and I am awaiting a response. The above positions, along with all the job descriptions, will be 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

Last year was a challenging year for D54 in terms of club loss. We lost 5 clubs and have another club that has recently submitted paperwork for dissolution. It appears we will end the year with 49 clubs. We need a net gain of 6 clubs to be Distinguished next year. We need a net gain of 14 clubs to be Smedley Distinguished. Now is the time for growing our existing clubs to make them stronger, and starting new clubs, to offer the benefits of Toastmasters to more people.

We have 14 leads and 2 new prospects this month. I hope to have several incentives targeted at building new clubs pending the approval of the District budget.

If you want to be a Club Sponsor, or Club mentor, or just be part of the launch team that, introduces the Toastmaster experience to potential members, please contact me.

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 9 clubs at charter strength or above. Sixteen clubs that fall into the 13-19-member range. We have 24 clubs that have 8-12 members. We have 5 clubs with 0-7 members. We need to focus on member retention and dedicate the necessary resources to improve the member experience. We currently have 5 club coaches. Increasing member retention will aid these clubs in becoming Distinguished.

We will not know our member goal until after month end closing on Monday July 31, 2023.

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. Clubs should have prepared their *Club Success Plan* or do so this month. Part of the plan deals with membership building.

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. Jon's team is still looking for a Prison Club Fund Raising Coordinator and Prison New Club Chair. If you think you might be interested, please contact Jon or me.

We have two prison clubs. Current Club Mentors are committed to supporting their clubs as soon as we can gain access to them.

We have adequate funds available to start and support several additional prison clubs this year.

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

Marketing Plan

My team is currently working on the Market Plan for the 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.”