



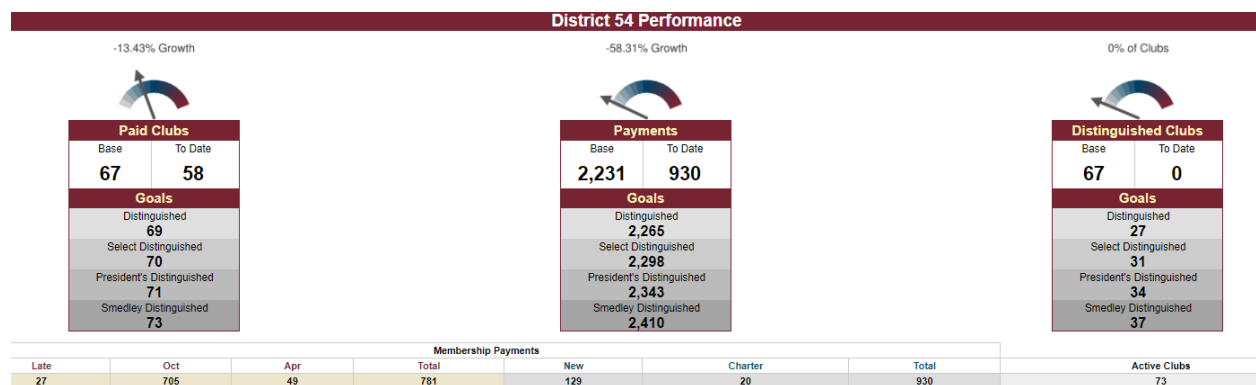
District Director Report

Bala Sreedharan, District Director
February 20, 2021- District Executive Committee Meeting

Main Talking Points

- District Performance Summary and Current State
- District 54 Updates and Reminders
- Toastmasters International Updates

District 54 Performance Summary and Current State (15 January 2021)



Changes from last month

- +1 paid club (Morris Area Toastmasters Club)
- +60 payments (26 Apr and 8 Oct renewals + 26 new members)
- Rockford Club in A/10 went from 0 to 6 paid members

The 16 Unpaid (<8 paid members) Clubs are below. **We need to try to get as many of these clubs as possible to finish the year (June 2021) with 8 or more members.**

Div	Area	Club Name	Club Status	Mem Base	Active Members
A	10	Rockford Club	Active	8	6
A	11	AGWN Voices Toastmasters	Active	16	0
B	20	Hilltop Toaster Club	Active	9	7
B	20	Yash Toastmasters Club	Ineligible	1	0
B	20	Deere 13th Communicators	Active	12	7

B	21	Lincoln-Douglas Club	Ineligible	0	0
B	21	Prairieland Toastmasters Club	Active	10	7
B	22	Quad Cities Nuclear Power Speakers	Active	22	0
C	30	Riverfront Club	Suspended	7	0
C	32	Pekin Insurance Toastmasters	Ineligible	4	0
D	42	State Farm Summit Talks Club	Active	8	0
D	43	College of Business Club	Active	16	7
E	51	Bolingbrook Area Chamber of Commerce	Ineligible	0	0
E	52	Lincoln Trails Club	Low	5	5
E	52	GSI Toastmasters	Active	8	6
E	52	Illini Toastmasters	Active	15	0

District 54 Updates and Reminders

Area Director Club Visits

- Round 2: January – April, Reports due by May 31.
- Minimum 4 visits recommended by Toastmasters International. Only two reports are needed.
- 100% reports needed for area director incentives (\$50 gift certificate in June)

Club Meetings and Membership Renewals

- Making sure the clubs continue to meet is still a top priority for the district. Please provide the necessary support to the clubs to meet online.
- Membership growth and retention remains a big challenge in our district and most other districts. We need to make every effort to encourage and support membership growth and retention. **The April renewals will be critical for the district to end the year with 60+ clubs**
- Do whatever you can to help the 7 clubs below that are one or two members shy of 8 members to become clubs in good standing.
 - Rockford Club (A/10) – 6 members
 - Deere 13th Communicators (B/20) – 7 members
 - Prairieland Toastmasters Club (B/21) – 7 members
 - Quad Cities Nuclear Power Speakers (B/22) – 0 members
 - College of Business Club (D/43) – 7 members
 - Lincoln Trails Club (E/52) – 5 members
 - GSI Toastmasters (E/52) – 6 members

Speech Contests (International Speech and Evaluation)

- Please review and finalize the dates and times on d54tm.com/contests
- Only clubs in good standing (8 or more paid members) can participate.
- See <http://dashboards.toastmasters.org/Division.aspx?id=54> for Paid Clubs.

- If an area has 4 or fewer paid clubs, all clubs in the area can send two contestants to each contest (2 for International Speech and 2 for Evaluation) so potentially there can be 8 contestants for area level contests for each contest.
- All areas except 41 and 50 are in this category.
- Please encourage maximum participation. Not all clubs participate usually

Officers Training (Leadership – Thriving in Change)

- 3 successful events – thanks everyone!
- 10 clubs with less than 4 officers trained with potential to achieve DCP goal#9
- 5 clubs with all 7 officers trained. Way to go!

Marketing / Social Media Advertising

- Facebook Ad campaign launched on January 25
- Target locations: Peoria, Bloomington, Aurora. Ad links to <https://d54tm.com/d54-clubs> where the person can look for clubs in their area, access the Find a Club website, and contact the club.
- Ad is performing well. 822 clicks as of February 17. 409 from Age 65+, only 28 from age 18-24
- Plan to run the Ad in other cities, Moline, Rockford, Decatur, Champaign and in LinkedIn
- Please make the clubs in your areas aware of this and watch out for leads from Find a Club (Toastmasters International)
- Thank you, Adam Bockler, Social Media Coordinator

Toastmasters Testimonials in Facebook group

- Please post your testimonials and win prizes (\$30.00 TI gift certificate)
- March 15 deadline
- 3 minutes video or 300 words paragraphs

Toastmasters International Updates

Speechcraft – Digital Experience

- DTM requirement: Serve successfully as a club sponsor or **conduct a Speechcraft** or Youth Leadership program.
- Club level only / District can gift as incentive (\$50.00 for 5 participants)
- Webinars on February 24, 10 am, and February 25, 9 pm. See email from speechcraft@toastmasters.org

New Club Incentive

Effective immediately, any new clubs that organize now through June 30, 2021, will have the charter fee (\$125 USD) and the new member fees (\$20 USD per member) waived. To qualify, new clubs will need to fully complete the charter process, pay the \$45 USD membership dues for each charter member, *and* pay the prorated amount for the next renewal cycle (April 2021 for clubs organizing through March **or** October 2021 for clubs organizing April through June) by June 30, 2021. Members of clubs which charter in this time frame will pay the total amounts (at the time of charter) as follows:

Month	Membership Dues	Prorated Dues Amount	Total Amount (per member)
February	\$45 USD	\$15.00 USD	\$60.00 USD
March	\$45 USD	\$7.50 USD	\$52.50 USD
April	\$45 USD	\$45.00 USD	\$90.00 USD
May	\$45 USD	\$37.50 USD	\$82.50 USD
June	\$45 USD	\$30.00 USD	\$75.00 USD

This incentive is also applicable to prospective clubs that have already submitted the charter fee. If the prospective club completes the process of organizing their club by June 30, 2021, the charter fee will be refunded.

Fundraising/Incentive Approaches

- **Speechcraft can be used as a membership incentive**
 - You can charge Speechcrafters \$45 USD (6-month dues) for the program and only \$20 USD (new member fee) if they join your club
 - You can charge Speechcrafters \$65 USD to include 6-months dues and new member fee and market at as free membership if they join
- **Break even approach**
 - You can charge a minimal fee in order to break even from your investment
 - The Digital Bundle is \$50 USD for five participants so you can charge \$15 each in order to cover the cost of the bundle and other administrative costs such as printing or a meeting tool to run the program online
- **Immediate benefit approach**
 - You can use Speechcraft to immediately benefit your club and entice those prospects that just need help getting through an immediate need but are not likely to join your club
 - You can charge no more than 12-month dues, giving your club a positive return on investment whether or not they join