



Wendy Pesavento, DTM
Club Growth Director
District 54 Toastmasters
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Saturday, May 18, 2024

Club Growth Director Report

Meet your marketing team

Club Growth Director – Wendy Pesavento, DTM
Club Retention Chair – Tom Willison, DTM, PDG
Prison Club Manager – Jon Greiner, DTM, PIP

District 54 is seeking experienced Toastmasters who can offer a few hours each month to assist in club growth related activities. Please consider donating some of your time this month to support the effort to grow the District. In addition, 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 43 paid clubs. 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.

It has been a busy time for new club activity in D54! Wendy and Tom Willison are currently working with 4 new club opportunities which are Constellation Clean Energy, University of Illinois in Champaign, Christian Brothers Services in Romeoville, and a community club in Robinson, Illinois. This month, Jon Greiner has shared information about new Prison club opportunities through the Joliet Catholic Diocese. Gary Vaughn is working to add prison clubs to our District through the McLean County Reentry Council. Quite a bit to look forward to in the area of new clubs this month!

Club Retention Report – Tom Willison, DTM, PDG

D54 has a payment base of 1558 payments and has 1514 member payments to date. D54 needs only 41 more member payments to meet the 1573 member payments necessary to be Distinguished, 90 more payments to meet the goal of 1604 to be Select Distinguished, and 121 more payments to meet the goal of 1635 payments to be Presidents Distinguished, and 1682 payments to be Smedley Distinguished.

We have 9 clubs at charter strength or above. 13 clubs that fall into the 13-19-member range. We have 22 clubs that have 8-12 members. We have 4 clubs 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).

If you want to learn more about becoming be a Club Sponsor or a Club mentor, please contact Tom Willison. We also need experienced DTM's and district leaders for Demonstration meetings.

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 Greiner has developed some Prison club opportunities through the Joliet Catholic Diocese. Gary Vaughn is working to add prison clubs to our District through the McLean County Reentry Council .

Marketing Plan

Gary Vaughn, our PQD, has been working on Facebook advertising and growing our YouTube channel. Sadly, Tashika Williams had to step back from the newsletter and Gary has picked it up for the short term. 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.”