



## CGD Lessons Learned/Best Practices

*Compliments of Monnica Rose, DTM, PRA*

### BUILDING YOUR GROWTH TEAM

- Recruit Sponsor, Mentor, and Club-Coach Chairs as early as possible. These support roles for new and struggling clubs are among your greatest needs. You need leaders to recruit and train new sponsors, mentors, and coaches. Be sure your club-coach chair understands how to implement what's needed to bring a club to distinguished status.
- More than any other Trio role, the CGD needs teams/committees to support the work of building new clubs and membership. Typical district committees under Club Growth include the previously mentioned sponsors, mentors, and coaches, along with demo-team members, new clubs/club extension, membership building, and club rescue. Also see WHQ's suggested committees (<https://www.toastmasters.org/leadership-central/district-leader-tools/leadership-roles/district-marketing>). Have specific goals/duties/expectations when looking for committee help.
- Include a dues-renewal chair among your recruits. Having a team make contact with clubs during March and September can make a big difference in timely dues payment.
- Build relationships district-wide. Visit clubs. Attend trainings and events.
- Join your Trio-mates in recognizing, applauding, and telling the District Leaders how much you appreciate the work they do for the members.
- Contact your team members at least monthly to cement the bond and show gratitude. Communication is key and can include verbal or written memos as needed.



### STAYING ON THE BALL

- Review the District Success Plan at least quarterly. You'll be surprised how much you forget later on when you're in the thick of the role. It's important to remember and execute the goals you set for club growth.
- Know the District Performance Reports dashboard and how to read it. It's not excessive to check it daily.
- Sign up for Past International Director Mike Raffety's Weekly Reports (send an email requesting to subscribe to [mikeraffety@earthlink.net](mailto:mikeraffety@earthlink.net)), which contain a list of clubs in need of coaches. Ask Area Directors to give early TLC to these struggling clubs by visiting them in July to meet and install officers. This early attention is important for raising the quality of club meetings. Don't wait till the first renewal period to have a good handle on which clubs are in trouble.
- Learn the budget and how each item affects the budget. Don't scrimp on marketing spending.

## MARKETING

- Plan early. Media deadlines and other factors mean that promotions must be planned 3-4 months in advance. Check the calendar in the District Leadership Handbook to see what activities need to be promoted internally and externally.
- As Club Growth Director, you hold one of the most significant public-facing roles in the district. Always talk up Toastmasters and the outstanding learning offered.

## ADJUSTING TO YOUR ROLE

- At District Leader Training at the International Convention, do not let yourself get intimidated by the requirements for your role in chartering clubs. Every district is different; you need to find the approach that works for yours.
- Use your resources. Club Growth Director is the only trio position with its own manual. Take advantage and study the CGD Handbook carefully. The District Leadership Handbook is also a treasure trove of information. Study TM governing documents and District Policies and Procedures. When in doubt, don't hesitate to contact WHQ; the staff is friendly and helpful.

## CLUB RESCUE

- Encourage your Area Directors to conduct their first-round visits no later than the end of October so you have a good picture after dues-renewal of which clubs will need extra membership-retention support.
- You may already know of clubs that need extra membership-retention support. If so, work with the Area and Division Directors early in the year to support those clubs."
- If a club cannot be rescued, help the remaining members find new clubs.

## BUILDING NEW-CLUBS

- Check the Toastmasters Lead Management system every day for leads. Toastmasters has a new lead-management system as of Summer 2019.
- Train Division and Area Directors how to do point-of-contact interviews and to give DEMO meetings. Consider the "Furbush" style of demo meeting (<https://rickfurbush.wixsite.com/rickfurbushspeaks/toastmasters>).
- Around the time of the International Convention in August, WHQ has its schedule of International Officers and Directors who will be visiting districts at their annual conferences. Find out as early as possible if an international visit is planned for your district (also important information for PQD and conference chair in terms of planning speaking slots at the conference). You will likely accompany this dignitary on at least one day of visiting organizations with the aim of starting clubs; you will also be responsible for developing the list of prospects to visit. Plan to have your visiting dignitary recognize the organization behind one or more of your corporate clubs. Look for corporate clubs that have never been recognized.
- Follow up with old leads. People and groups interested in forming a club in the past may very well be interested again.
- Get division directors and area directors excited about providing leads. Challenge them. Brainstorming ideas for new clubs can be a lot of fun. Think outside the box.

## CORPORATE CLUBS

- Devour PIP Pat Johnson's *A Handbook for Building and Sustaining Vibrant Toastmaster Programs in Corporations*. Pat outlines entirely new language and approaches to corporate clubs. Just one approach is to customize your presentation to corporations based on a target organization's goals.
- Don't forget that corporate clubs are not the only way to get employers involved in Toastmasters. An organization might want to make Toastmasters part of its training program and require or encourage workers to join an established club. The employer may even partially or fully pay dues for employees. An employer might not want to sponsor a club but is willing to provide meeting space or allow distribution of promotional materials.

