

BIG PUSH

for growing healthy clubs!

District-wide collaboration on exciting projects!

The GROWTH pipeline for... Attracting and Converting guests to new members | Retaining existing members

Dotun Eliezer, DTM

Objectives

1. Snapshot of District's Status.

2. Vision 2020.

3. The Big Push for growing healthy clubs in 2019-2020

Lest we forget

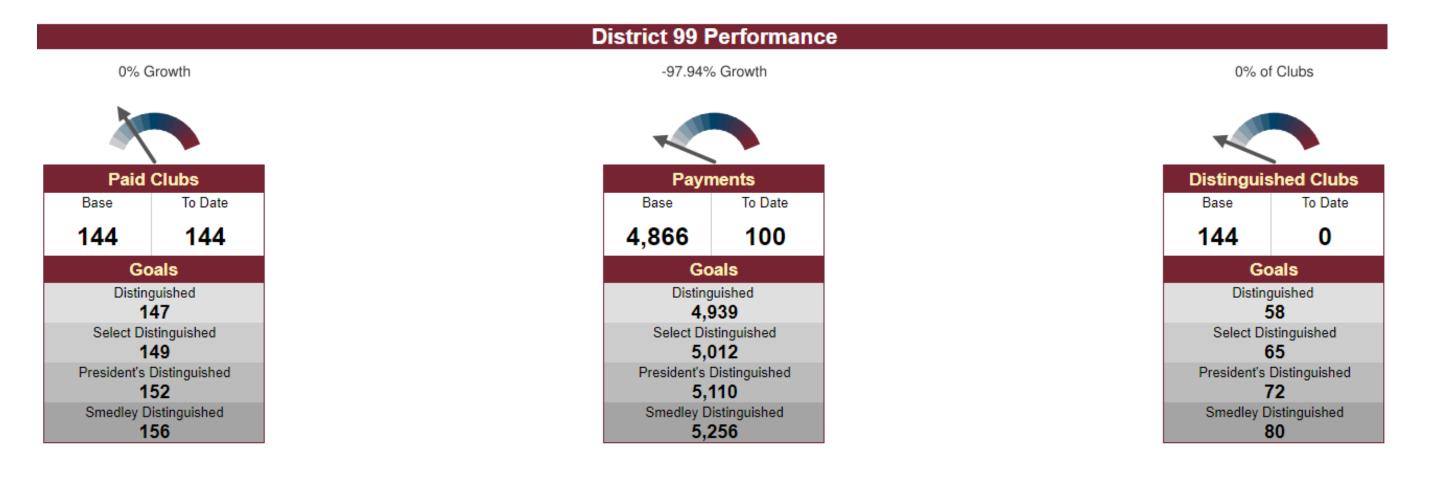
District Mission:

We build new clubs and support all clubs in achieving excellence.

Club Mission:

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater selfconfidence and personal growth.

Where are we right now?





Snapshot - D99 stats as at 31-Jul-2019

• 5110 Membership payments required to be President's Distinguished in 2019-2020

Reality Check:

- Started with 5,039 net payments on July 1, 2018 (2,648 members)
- Added 994 new members (about 29 members per area)
- Currently have 4,866 payments (2,358 paid members)
- Lost 1,284 members = 48% attrition

Action item:

- Get the word out to presidents and Treasurers
- renewal notices to go out to all members
- Invite former members back
- Smedley Award contest: Aug 1 Sep 30



Snapshot - D99 stats as at 31-Jul-2019

• 152 Net Paid Clubs required to be President's Distinguished

Reality Check:

- We currently have 144 Active Clubs
- 8 were newly chartered in 2018-2019
- 7 are at risk 2 did not renew, 5 have less than 8 members

ACTION ITEMS:

- Forward names of clubs in your area that are already considering closing shop.
- Operation "one net new club per Division"



Snapshot - D99 stats as at 30-Jun-2019

72 Distinguished Clubs required for District to be Presidents Distinguished

Reality check:

- We had 49 Distinguished Clubs in 2018-2019
- 29 other clubs had 5 or more goals but were not eligible because of low membership
 - Potentially could have 78 clubs
 Distinguished

ACTION ITEMS:

- Get club officers trained
- Develop and implement success plans:Club Area Division

it is possible.

Vision 2020

To become a President's Distinguished District

 5,110
 152
 72
 Payments
 Active Distinguished Clubs
 Clubs

it is possible.

Vision 2020 To become a President's Distinguished District

Payments	Current	Target
Total	100	5200
October 1		2,000
December 1		2,300
February 28		2,800
April 07		5,000
June 30		5,200

it is possible.

Vision 2020 To become a President's Distinguished District

Membership	Current	Target
District	2,358	2,500
Division A	216	235
Division B	386	410
Division C	321	340
Division D	486	510
Division E	226	245
Division F	504	530
Division G	194	210

it is possible.

Vision 2020

To become a President's Distinguished District

Paid Clubs	Current	Target
District	144	152
Division A	16	17
Division B	23	24
Division C	22	23
Division D	29	30
Division E	18	19
Division F	32	33
Division G	17	18

it is possible.

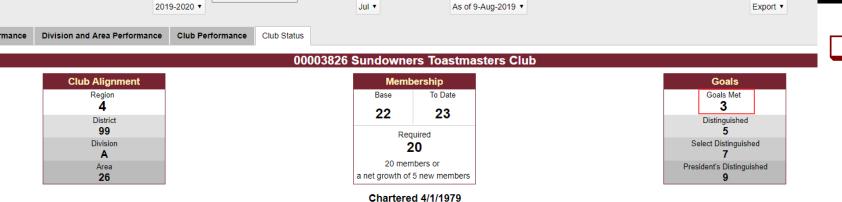
Vision 2020

To become a President's Distinguished District

Distinguished Clubs	Current	Target
District	49	72
Division A	5	8
Division B	7	11
Division C	7	11
Division D	13	19
Division E	6	9
Division F	8	12
Division G	3	4

How can we support the clubs?

1. Help them start strong so that they can finish strong



	Goals to	Goal	To Date	Status				
Education (A maximum of 6 will count toward DCP credit.)								
1 Competent Communicator (CC) awards			2	1	1 CC needed			
2	2 More Competent Communicator (CC) awards		2	0	2 CCs needed			
3	3 Advanced Communicator (ACB, ACS, ACG) awards		1	1	✓			
4	More Advanced Communicator (ACB, ACS, ACG) awards		1	0	1 AC needed			
5 Leadership Awards (CL, ALB, ALS) or Distinguished Toastmaster (DTM) award				1	✓			
6	6 More CL, ALB, ALS, or DTM award				✓			
P1	Level 1 awards	All Pathways education awards must be submitted in both Base Camp and Club Central.	4	0	4 Level 1s needed			
P2	Level 2 awards	All Pathways education awards must be submitted in both Base Camp and Club Central.	2	0	2 Level 2s needed			
P3	More Level 2 awards	All Pathways education awards must be submitted in both Base Camp and Club Central.	2	0	2 Level 2s needed			
P4	Level 3 awards	All Pathways education awards must be submitted in both Base Camp and Club Central.	2	0	2 Level 3s needed			
P5	Level 4 awards	All Pathways education awards must be submitted in both Base Camp and Club Central.	1	0	1 Level 4 needed			
P6	Level 5 awards	All Pathways education awards must be submitted in both Base Camp and Club Central.	1	0	1 Level 5 needed			
	Membe	ership						
7	New members		4	1	3 New Members needed			
8	More new members		4	0	4 New Members needed			
	Trair	ning						
9	Club officers trained June-August			5	First Training Period Achieved			
	Club officers trained December-February			0	Second Training Period 4 needed			
	Adminis	stration						
10	Membership-renewal dues on time		Y	0	On-time dues-renewal needed			
	Club officer list on time				On-time officer list Achieved			

Critical Success Factors

- Club officers attend training Area Director/Club President
- Early development & implementation of club success plan – Area Director/Club President
- Membership renewal notices go out in August – President and Treasurer
- Open houses for membership drive and Smedley Award contest (Aug 1 to Sep 30) – VP PR/VP Membership
- Members commit to educational goals – VP Education

2. Train them - to keep members engaged



Organizing membership-building contests

- Tactics: Set targets, divide and conquer
 - Generating leads
 - Email marketing
 - □ Crafting messages that convert
 - Creating awareness through social media, sharing success stories (Wow! Factor videos), Website updates
 - □ Creative meeting themes
 - Reward performers plaques, certificates, ribbons

3. Train them on how to attract and convert new guests



- Find people who have the educational goals of improving their leadership and communication skills
 - Who are prospective Toastmasters?
 - Where do you find them?

Develop a contact list of prospects

- If done right, on average one in four prospects will join. If you need 10 members, find and contact at least 40 people
- Word-of-mouth friends, family, co-workers

3. Train them on how to attract and convert new guests



Help them decide to join

- Ask questions that help crystallize their goals
 - Do you give presentations at work?
 - Do you lead groups or conduct meetings?
 - Do you run projects?
 - Would you do better in your career with stronger leadership and speaking skills?
- Members should share their success stories at the meetings and in newsletters
- Close the sale never expect a prospect to ask to join – invite them to, point out how inexpensive a club is compared to seminars, email membership applications

4. Train them to make their meetings great again!

Number in attendance Meeting Role	5	6	7	8	9	10	11	12	20
Toastmaster	х	х	х	х	х	х	х	x	x
General Evaluator	Λ	^	^	^	х	х	х	х	х
Table Topics Master	Λ	^	х	х	х	х	х	х	x
Speaker 1	х	х	х	х	х	х	х	x	х
Speaker 2	-	-	-	-	-	х	х	х	х
Speaker 3	-	-	-	-	-	-	-	-	х
Evaluator 1	х	х	х	х	х	х	х	х	х
Evaluator 2	-	-	-	-		х	х	х	х
Evaluator 3	-	-	-	-	-	-	-	-	х
Timer	х	х	х	х	х	х	х	х	х
Grammarian/Word	-	-	-	-	х	х	х	Х	х
Ah Counter	х	х	х	х	х	х	х	X	х
Optional Role 1	-	-	-	-	-	-	-	-	Х
Optional Role 2	-	-	-	-	-	-	-	-	х
Total	5	5	6	7	8	10	10	10	14

Strategies for addressing meetings with low attendance

- Focus on meeting quality
 - Arrive and set up early
 - Right-size agenda avoid doubling on roles
 - Explain all roles, guests or not
 - Toastmaster should keep meeting smooth
 - Schedule one speaker and invite external seasoned Toastmasters to give special educational presentations

Tools & Resources

For questions on how to participate in projects – <u>cgd@d99tm.org</u>

Useful resources:

- Finding New Members For Your Club (Item 291)
- Closing the Sale (Item 292)
- Speechcraft (Item 205)
- Membership Building Kit (Item 1160)
- New Member Orientation Kit for Clubs (Item 1162)
- Youth Leadership Program
- Workshop materials in the successful leadership series

Putting it all TOGETHER!



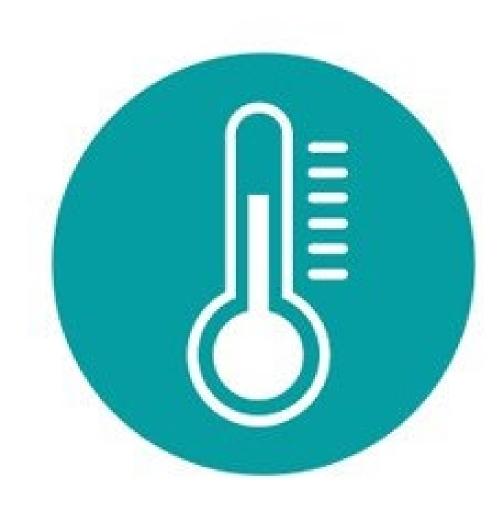
Licensed To Speak Club

- Corporate Club of AGLC in St Albert
- Chartered in 2015
- Has been struggling with low membership in the last two years
- Engaged a coach in October 2018
- Rebuilding efforts gained traction but the club still had 12 members and 3 goals as at May
- Applied the big push and by June
 27, became distinguished attracting
 4 new members

ΚεγΤΔΚΕΔΨΔγς

Addressing Common Failure Points

- Start with the right attitude
 - Club, Area & Division Success Plans July 15, 30
 & Aug 15 respectively
 - Make contact with the club officers now, schedule first round visits
 - Publish key dates ahead
- Encourage club to take advantage of the Smedley Award for membership drive
- Club Presidents and Treasurers should start working on renewals from August
- Keep your eye on the ball leading indicators
 - Number of guests vs new members
 - Number of renewals
 - Number of officers attending training



SUCCESS IS ...

80% ATTITUDE

vs 20% APTITUDE

lt's time!

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