



THE BIG PUSH

for growing healthy clubs!

District-wide
collaboration on
exciting projects!

The **GROWTH** pipeline for...

Atracting and **C**onverting guests to new members | **R**etaining existing members

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 self-confidence and personal growth.

Where are we right now?

District 99 Performance

0% Growth



Paid Clubs

Base	To Date
144	144

Goals

Distinguished	147
Select Distinguished	149
President's Distinguished	152
Smedley Distinguished	156

-97.94% Growth



Payments

Base	To Date
4,866	100

Goals

Distinguished	4,939
Select Distinguished	5,012
President's Distinguished	5,110
Smedley Distinguished	5,256

0% of Clubs



Distinguished Clubs

Base	To Date
144	0

Goals

Distinguished	58
Select Distinguished	65
President's Distinguished	72
Smedley Distinguished	80



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

Payments

- 152

Active
Clubs

- 72

Distinguished
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

2019-2020

Jul

As of 9-Aug-2019

Export

Performance

Division and Area Performance

Club Performance

Club Status

00003826 Sundowners Toastmasters Club

Club Alignment

Region	4
District	99
Division	A
Area	26

Membership

Base	To Date
22	23
Required	
20	
20 members or a net growth of 5 new members	

Goals

Goals Met	3
Distinguished	5
Select Distinguished	7
President's Distinguished	9

Chartered 4/1/1979

❑ 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

Goals to Achieve		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	More Competent Communicator (CC) awards	2	0	2 CCs needed
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	1	✓
6	More CL, ALB, ALS, or DTM award	1	1	✓
P1	Level 1 awards	4	0	4 Level 1s needed
P2	Level 2 awards	2	0	2 Level 2s needed
P3	More Level 2 awards	2	0	2 Level 2s needed
P4	Level 3 awards	2	0	2 Level 3s needed
P5	Level 4 awards	1	0	1 Level 4 needed
P6	Level 5 awards	1	0	1 Level 5 needed
Membership				
7	New members	4	1	3 New Members needed
8	More new members	4	0	4 New Members needed
Training				
9	Club officers trained June-August	4	5	First Training Period Achieved
	Club officers trained December-February	4	0	Second Training Period 4 needed
Administration				
10	Membership-renewal dues on time	Y	0	On-time dues-renewal needed
	Club officer list on time	Y	1	On-time officer list Achieved

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!

❑ 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

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

Tools & Resources

- ▶ For questions on how to participate in projects – cgd@d99tm.org

- ▶ 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

A circular arrangement of white puzzle pieces surrounding a teal center. The puzzle pieces are interlocking and form a ring around a central teal-colored area. The text "Putting it all TOGETHER!" is written in white on the teal background.

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



KEY TAKEAWAYS

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

It's
time!

THE BIG PUSH

for growing healthy clubs!

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collaboration on
exciting projects!

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