



# Supporting Club Retention and Club Growth

District Leader Training  
Audience: Division and  
Area Directors



**Richard A. Mattis**  
Club Growth Director  
District 99, 2020-21

September 19, 2020



# Agenda

- ▶ District Mission and Success
- ▶ Club Support Opportunities
- ▶ Club Growth Opportunities
- ▶ Resources for Club Support and Growth
- ▶ Open Discussion on your questions: learnings and challenges so far.



# District Mission

## **Toastmasters International Mission**

We empower individuals to become more effective communicators and leaders.

## **District Mission**

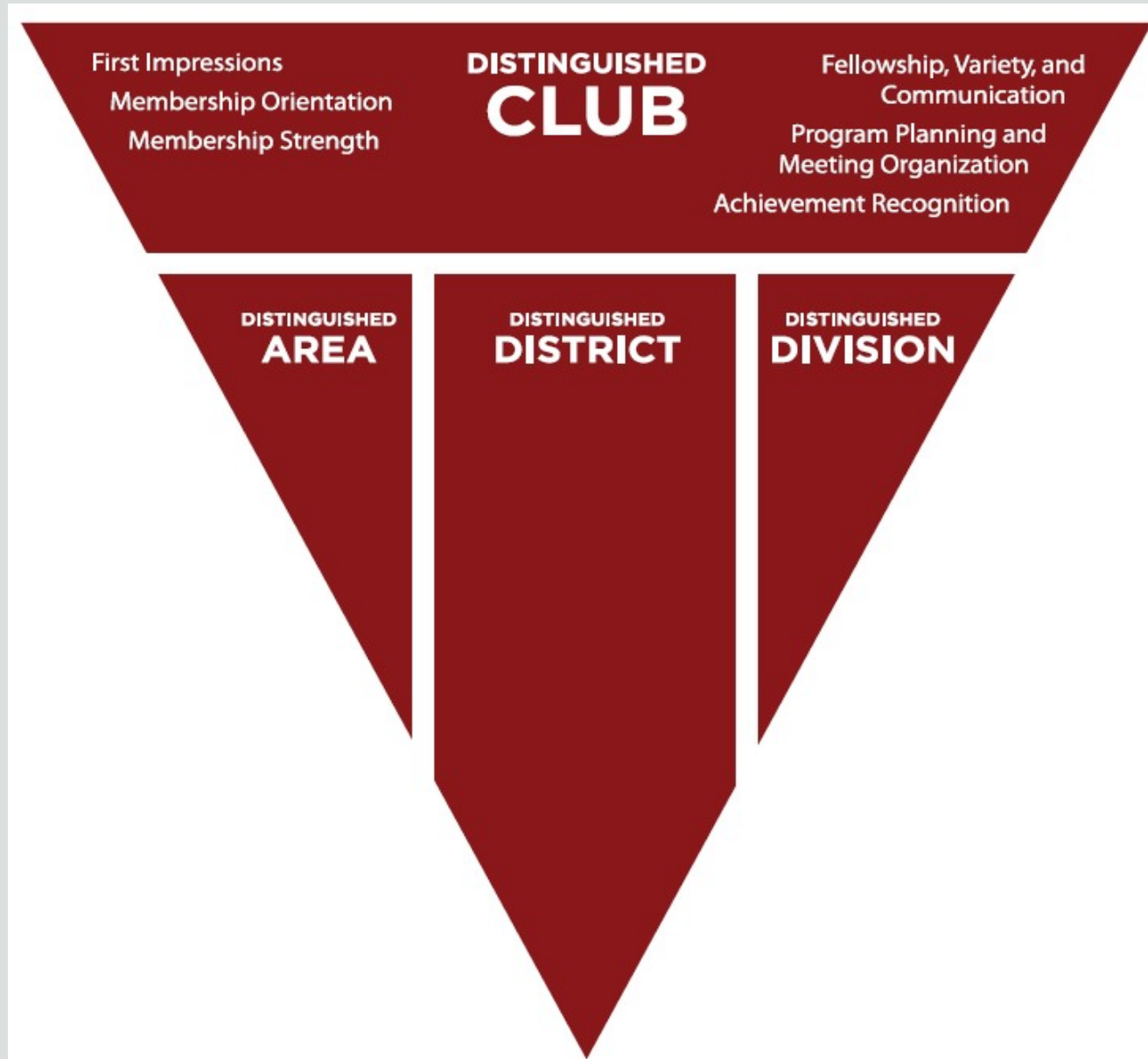
We build new clubs and support all clubs in achieving excellence.

## **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.



# District Success



**District  
Recognition  
Program**





# District Success

## Program at a Glance

	Distinguished Area Program	Distinguished Division Program	Distinguished District Program
Qualifying Requirements	No net club loss Submission of Area Director's Club Visit Report for 75% of club base for first-round visits by November 30 and for second-round visits by May 31	No net club loss	Submission of Division and Area Directors Training Report for 85% of Division and Area Directors by September 30 Submission of District Success Plan by September 30
Distinguished	50% of club base Distinguished	40% of club base Distinguished	1.5% net membership payments growth 1.5% net club growth 40% of club base Distinguished
Select Distinguished	50% of club base plus one Distinguished	45% of club base Distinguished	3% net membership payments growth 3% net club growth 45% of club base Distinguished
President's Distinguished	50% of club base plus one Distinguished and a net club growth of one	50% of club base Distinguished plus net club growth of one	5% net membership payments growth 5% net club growth 50% of club base Distinguished
Smedley Distinguished			8% net membership payments growth 8% net club growth 55% of club base Distinguished

# Club Support Opportunities





# How can ADs and DDs Support Clubs?

With Club Retention,  
Member Retention,  
Distinguished Clubs





# Club Support Opportunities

- ▶ Help clubs to meet online
- ▶ Connect with Unpaid Clubs
- ▶ Online Meetings Quality
  - Growing and Sustaining Online Attendance
- ▶ Club Coaches
- ▶ Club Collabs
- ▶ Link with training events and resources
- ▶ Reach out to Club Growth Director and District Leaders



# Info for Suspended Clubs

## CLUB STATUS GUIDE



Refer to the table below in determining how a club's status affects different features and areas of the Toastmasters program. Please contact Club and Member Support at +1 720-439-5050 or [membership@toastmasters.org](mailto:membership@toastmasters.org) with any questions.

	Prospect	Active	Low	Ineligible	Suspended
Base Camp access		✓	✓	✓	
Club Central access		✓	✓	✓	
Can hold club meetings	✓	✓	✓	✓	
Can compete in speech contests		✓			
Can vote at district business meetings		✓			
Can vote at the Annual Business Meeting		✓			
Can participate in Distinguished Club Program		✓			

<b>Prospect</b>	Club is in the process of chartering.
<b>Active</b>	Eight or more members are paid for the current renewal period — at least three of whom are renewing members.
<b>Low</b>	Paid member count is fewer than eight.
<b>Ineligible</b>	Paid member count does not include three renewing members.
<b>Suspended</b>	Club has been low or ineligible for one full renewal period and must now be reinstated to prevent permanent closure.

## HOW TO REINSTATE YOUR CLUB



If your club is suspended for the current term and would like to become active again, you will need to follow these four steps:

1. Correct the current membership term: Collect current renewal dues for a minimum of eight members, at least three of whom were members of the club immediately before the club became inactive.
2. Correct the previous membership term—choose one of the following two options:
  - a. Collect renewal dues for the previous period for a minimum of eight members, at least three of whom were members of the club immediately before the club became inactive.
  - b. If your club is unable to satisfy this or was not meeting during the previous term, the club has the option to cover the missed term with a reinstatement fee of \$360. With this option, membership continuity is lost.
3. Pay any past owing balance.
4. Submit a current club officer list.

**If your club has been inactive for two or more Dues Renewal periods, it must charter as a new club, meeting all charter requirements. It may not reinstate.**

# Club Growth Opportunities





# How can Ads and DDs Grow Clubs?

With New Members, New Clubs



# Club Growth Opportunities

- ▶ Promotion Events – Speechcraft, Showcases
- ▶ Demo Meetings
- ▶ Corporate Interest from Existing Members
- ▶ Alliances (Rotary, Others)
- ▶ Connect with Club Growth Director and District Leaders



# Club Growth Resources





# Club Growth Resources

## ▶ Club Growth Webinars

- <https://d99tm.org/club-resources/webinars/>

## ▶ Club Coaching Corner

- <https://d99tm.org/member-resources/coaches-corner/>

## ▶ Toastmasters Online Meetings Support

- <https://www.toastmasters.org/resources/news%20and%20announcements/online%20meetings>

## ▶ Club Growth Corner Monthly

- Last Thursday of each Month
- Check D99 Calendar @ d99tm.org



# Open Discussion





# Thank You!