

District 71 Club Growth Director Report

As the Club Growth Director for the Toastmasters year 2023-2024, I am delighted to share many good news stories from District 71. We built on the excellent work of IP CGD, Danny Banks, and the collaboration between the DLT and Division Directors has proved invaluable.

Membership Growth

As at 20th April, we have 1,662 new membership payments.

This year, we have implemented targeted strategies to attract new members while retaining existing ones. Some of our strategies:

- Hosting open house events.
- Undertaking roadshows.
- Taking stands at exhibitions to promote Toastmasters.
- Establishing innovative ways to attract members, e.g. collaborations with local community groups, hosting table topics sessions at landmark locations.

Membership retention

I am delighted to report that as at 20th April, we have 8,395 membership payments. We are definitely on target to become achieve distinguished membership payments.

- Offering membership incentives e.g. 6 months free membership for early renewal of subscriptions.
- We ran our District 80/20 incentive for clubs renewing 80% of their membership by the 20th September and 20th March. This incentive was a great success and encouraged clubs to renew in a timely manner.

Club Support

We supported our To Be Developed (TBD) clubs in many ways. We have:

- Appointed club coaches for clubs with 12 or fewer members
- Set up a committee to work one on one with the TBD clubs
- Facilitated workshops on membership growth and retention
- Offered incentives to low membership clubs to renew early e.g. Love your club
- We have just 8 clubs who have less than 8 members. We are working closely with these clubs to assist with attracting new members
- We have 4 clubs who did not renew on the 31st March. Of these 4, 2 clubs are amalgamating with other clubs so while we are disappointed to see clubs not renewing, we have not lost the existing membership.

New Clubs

The formation of new clubs has gone well this year. We have a vibrant pipeline and hosted 10 corporate demo meetings throughout the UK and Ireland, with more to come! As at the 20th April, we have chartered 3 new clubs. No excuses, Wordsmith and DLRC are a very welcome addition to District 71.

The aim is to charter a further 5 clubs before the 30th June.

In summary, we have pulled together to protect our existing clubs and develop new clubs. I am very grateful to our wonderful leaders who have worked tirelessly to ensure District 71 continues to grow and thrive.