

Club Growth Goals



DECM Athens

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District Mission

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

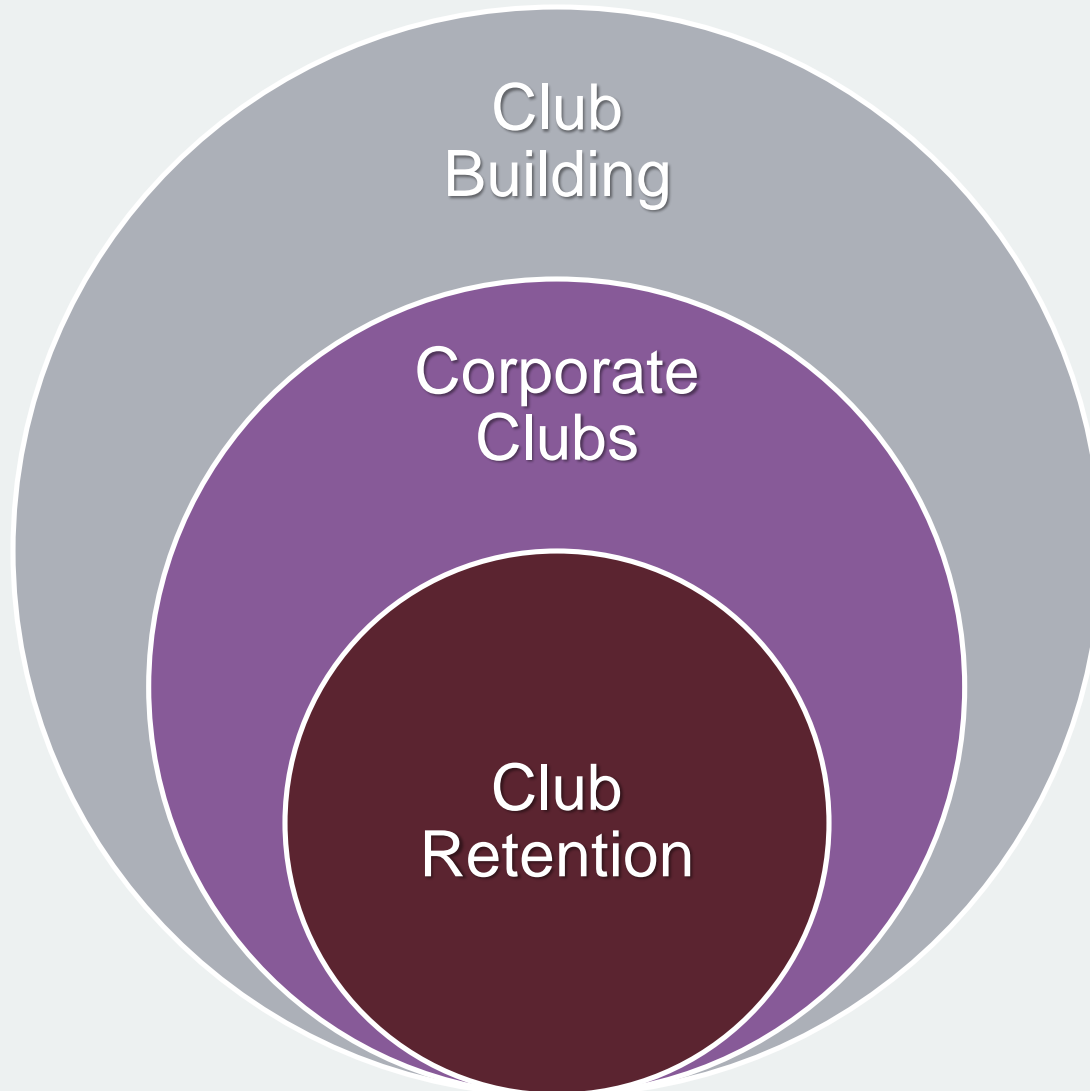


District 59 Goals

- ✓ **Take Toastmasters benefits to more people**
- ✓ **Increase club proximity in Areas and Divisions**
- ✓ **Increase Toastmasters visibility and reputation**
- ✓ **8% net membership payment growth (exceeding 14,036 payments)**
- ✓ **8% net club growth (exceeding 246 clubs)**
- ✓ **70% of the club base achieving Distinguished (exceeding 159 clubs)**
- ✓ **Increase membership retention to 60%**



3 Strategic Areas





Club Retention

- ▶ 19 weak clubs
- ▶ 32 understrength club

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1. Improve retention
 2. Improve club mentoring
 3. Improve club coaching



Corporate Clubs

- ▶ 56 corporate clubs
- ▶ 5 new lead

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1. Corporate message
 2. Improve mentoring
 3. Corporate Summit



Club Building

- ▶ 34 prospective club
- ▶ >5 “ghost” prospective club

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1. Improve club mentor support
 2. Shorten the gap between cities, Areas and Divisions
 3. Streamline Club Charter process



Real club example

What does the club do well?

The club attracts a lot of new members, especially because the meetings are always lots of fun.

What can the district and I do to help the club improve?

Nothing. The club can decide for themselves how to retain members, they don't have any struggles with attracting new members.

Program Year:	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Current (or Year-end Membership)	20	32	35	39	43	41
Base Membership	20	20	32	37	40	43
New Members	9	19	16	19	7	7
Losses = Base + New - Current	9	7	13	17	4	9

