

Toastmasters – District 18
District Council Report Sat. 25 April 2020

Benjamin A. Crist, ACB/ALB – Club Growth Director

Topic	Discussion	Action	Responsibility
D18 Marketing	<ul style="list-style-type: none"> ●Mall Billboard campaign in 4 separate malls within 4 separate Divisions during the Holiday season ●Pilot District for Linkedin advertising campaign ●Initiate a program to advertise Toastmasters to untapped beach resident market 	<ul style="list-style-type: none"> ●Continue previous services with Smartlite USA advertising for mall proofs/contract. ●Follow up with sent reports to ensure potential guests have accurate club contact information. ●Reach out to regional company and create a campaign to advertise to the beach communities via beach plane banners. 	Club Growth Director
Build and Support New Clubs	<ul style="list-style-type: none"> ●Create a team of members to assist with Demo Meetings throughout the District ●Assign Club Sponsors and Club Mentors ●4 clubs chartered this fiscal year ●5 clubs intending to charter 	<ul style="list-style-type: none"> ●Contact local members in surrounding communities within the area of potential clubs to serve. ●Connect members with clubs to mentor/sponsor. ●Research and ensure most efficient placement of newly chartered clubs. ●Maintain accurate records and contact information to pass on to the next CGD in an effort to continue their charter process. 	Club Growth Director, Club Extension Committee members, Club Mentor Committee, Club Sponsor and Coach members
Provide Resources to Underperforming Clubs	<ul style="list-style-type: none"> ●Initiate New Member Mentoring Program ●Assigned 11 clubs Club Coach(s) ●Create “best practices” reference material ●Create a membership renewal incentive 	<ul style="list-style-type: none"> ●Create a New Member checklist for clubs to initiate. ●Purchased and awarded 4 incentive awards for club renewals. 	Club Growth Director
Strengthen Existing Clubs	<ul style="list-style-type: none"> ●Initiate New Member Mentoring Program ●Create a membership renewal incentive 	<ul style="list-style-type: none"> ●Create a New Member checklist for clubs to initiate. ●Purchased and awarded 4 incentive awards for club renewals. 	Club Growth Director
Challenges	<ul style="list-style-type: none"> ●Due to COVID-19 pandemic, resulting in -39% Club Growth and -26% membership renewal 	<ul style="list-style-type: none"> ●Contact WHQ to ensure corporate clubs have an opportunity to continue during/after the current environment has abated. 	Club Growth Director

Respectfully submitted by:	Benjamin A Crist, District 18 Club Growth Director
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