

Toastmasters – District 18
District 18 Club Growth Director Report – March 30, 2023

Wesley Gibbs, District 18 Club Growth Director

Topic	Discussion	Action	Responsibilities
District Status (Paid Clubs)	<ul style="list-style-type: none"> • Began program year with a base of 91 paid clubs. • Base increased to 98 due to 7 clubs failing to renew at least 8 members by 03/31/2022 and returning to good standing after 04/01/2022. • Number of paid clubs is currently at 89 (-9.18%) • We need to be at 98 paid club to be Distinguished. 	<ul style="list-style-type: none"> • Encourage clubs to use self-pay and renew dues on time. 	CGD, Club Extension Chair
District Status (Membership Payments)	<ul style="list-style-type: none"> • We ended the 2021-2022 program year with 3,398 payments. • We are currently at 2,497 payments (73.48%) of 3,398. • To be at par, we need 901 more payments. • To achieve Distinguished, we need 935 more payments. 	<ul style="list-style-type: none"> • Charter current clubs in lead management pipeline. • Utilize digital marketing funnels to add more members. 	District Marketing team
District Status (Club Health)	<ul style="list-style-type: none"> • 11 clubs are currently suspended. • 18 clubs with fewer than 7 members. • 63 clubs have between 8-19 members. • 26 clubs are at charter strength (at least 20 members). 		District Marketing team

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Club Extension (Prospective Clubs)	<ul style="list-style-type: none"> We have 8 active club leads in the pipeline. 	<ul style="list-style-type: none"> Hold weekly meetings with lead sponsors and help prospective clubs complete charter paperwork. 	CGD, Club Extension Chair
Club Extension (Sponsors)	<ul style="list-style-type: none"> Appointed 16 sponsors to support our 8 leads. 	<ul style="list-style-type: none"> Partner with sponsors to help charter clubs. 	CGD, Club Extension Chair
Club Quality (Club Mentors)	<ul style="list-style-type: none"> Appointed 15 mentors to support our 8 leads. 	<ul style="list-style-type: none"> Built a comprehensive training curriculum. 	CGD, Club Quality Chair
Club Retention (Club Coaches)	<ul style="list-style-type: none"> Appointed 2 club mentors. 	<ul style="list-style-type: none"> Review and analyze club coach reports. 	CGD, Club Retention Chair
Club Retention (Retain clubs)	<ul style="list-style-type: none"> Created a retention strategy for clubs to remain viable. 	<ul style="list-style-type: none"> Hold bi-weekly meetings with clubs that have low membership numbers (5-12). 	CGD, Club Retention Chair
Traveling Toastmasters	<ul style="list-style-type: none"> Constructed a program for experienced members to visit clubs that need extra support. 	<ul style="list-style-type: none"> Pair Traveling Toastmaster volunteers with clubs and identify areas to improve. 	CGD, Traveling Toastmaster lead

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District Trainings	<ul style="list-style-type: none"> • Held 12 trainings. • (4) Club Sponsor • (2) Club Mentor • (2) Club Coach • (1) Member Interest Survey • (1) Self-Pay Seminar • (1) Area Director Club Visit Report • (1) Meetup 		District Marketing team

Active Club Leads

Club Name	Division	Area
Nemours	A	11
Baltimore Gas & Electric (BGE)	B	23
Be&Bee Toastmasters	B	24
The Chisholm Legacy Project (TCLP)	C	32
Tri-State Toastmasters	D	42
Thermo Fisher Frederick	D	42
Letterkenny Army Depot	D	42
Under Armor	F	61