

***Toastmasters – District 18
District Council Report 09/24/2023
Division Directors, Public Relations Manager, Finance Manager, Trio***

Catherine Damavandi: District 18 Club Growth Director

| Topic | Discussion | Action | Responsibility |
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| Current Status | <ul style="list-style-type: none"> • Began year with 95 paid clubs. • Began year with 3,241 base membership payments. • Began year with 0 Distinguished Clubs. | <ul style="list-style-type: none"> • To be a Smedley Distinguished District, we need 98 paid clubs, 3,501 membership payments and 53 Distinguished Clubs. | District 18 members |
| Progress toward meeting goals | <ul style="list-style-type: none"> • Demo team: present unified introductory meetings with prospect leads. • Sponsor team: identify best practices for all clubs, based upon the culture and leadership of longstanding clubs who consistently achieve President’s Distinguished status. • Quality team: identify core content for quality club meetings that provide maximum content and value for members. • Retention team: communicate directly with smaller clubs to support their growth, empowerment and success. • New Source Research team: Research professional organizations, employers and established communities in the District that would value the Pathways curriculum. • Evaluation team: Coordinate with low and ineligible clubs and inquire about best path forward for clubs and members. | <ul style="list-style-type: none"> • Demo teams: Develop four demo teams by region in District 18 (North, East, South and West) to provide demo meetings in a timely manner. • Club and Membership Leads: Outreach at leadership conferences, career fairs, community events and professional membership organizations to recruit new members and new clubs for those seeking a quality educational and leadership curriculum • Sponsor and Retention teams: Promote best practices to new clubs. Collaborate with District Leaders and clubs with 12 members or less to determine the needs of our smaller clubs. • Quality teams: Promote club quality through guest speakers, meetings in a box, joint meetings with international clubs and district leadership training | District Marketing team |

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| Issues affecting progress | <ul style="list-style-type: none"> • Time commitments from members. • Geographic distance to travel within the District to reach communities in Virginia, West Virginia and Pennsylvania. • Recent changes in Pathways by Toastmasters International. • Need for training within clubs to promote Pathways and membership benefits. | <ul style="list-style-type: none"> • Recruit a greater number of team members, so lessen the time commitment on individual volunteers • Search for multiple outreach opportunities within the same geographic area in closer time frame, if possible. Continue to maintain a preference for in-person (one-on-one) marketing and recruiting. • Update all team members on new changes to Pathways, and how to communicate the new Pathways changes to leads • Develop training for club officers on how to highlight membership benefits and effectively sign up new members | District Marketing team |

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| Division/Area Goals | <ul style="list-style-type: none"> • Develop a strong working relationship with Division and Area Directors for club quality. | <ul style="list-style-type: none"> • Provide District incentives on membership building. • Collaborate with Area and Division Directors on how best to serve their specific areas and divisions. • Recognize and implement innovative ideas and critical thinking from our division and area leaders, when possible. | DEC leaders |
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| Respectfully Submitted by: | Catherine Damavandi: District 18 Club Growth Director |
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