

Club Growth Director Report

Greetings,

I am Candi Fitch, District Club Growth Director.

My role involves **planning, developing, and implementing District Club Growth objectives**. The Club Growth Director leads the District's efforts to build new clubs and to work on strengthening existing membership.

The current status of club growth in the district

base of 51 clubs, to date we are at 52 clubs. Status is subject to change upon renewals due by October 1, 2024

- 1 New Charter club - **Chinden Chatterboxes, chartered 7/5/2024**
- No Suspended Clubs (resource dashboard)

Marketing & Outreach Efforts

Strategies implemented to promote club growth:

- Incentives for membership renewals, Smedley campaign

Marketing Corporate/Community initiatives:

- Demonstration Meeting for a hopeful charter is scheduled with Idaho Department of Administration on September 25, 2024
- Leads- Toastmasters Lead Management System (TLM) and contacts from interested parties throughout the district, most recently Evanston, Wyoming.

Club Retention:

Club Coach Program - efforts to support struggling clubs

Utilizing Toastmasters International resources to provide Sponsor & Mentor training for NEW Clubs, Coach Training for struggling clubs, Pathways Mentor path for club quality

Planning with PQD for Club Quality- supplemental education, workshops

District Key Challenges

MEMBERSHIP, Hybrid and/or Virtual Club Meetings, Geography of Districts

Invite you to join the Club Growth team to participate in strategic planning for solutions to implement to overcome the challenges. Please drop into chat or email me (putting email into the chat) your interest to be on team.

Goal: to GROW clubs from 52 to 60 by June 30, 2025

Acknowledgments Thank you volunteers who contributed to club growth efforts.