



# District 86 Council Meeting

## Club Growth Director's Report

April 22, 2023

Located in Southwestern and Central Ontario

**Jayapriya Muthukumar, DTM**  
**Club Growth Director 2022-2023**

As per the Communication we received from Toastmasters International Dated Aug 17<sup>th</sup> , the following is the revised criteria for District Recognition program with respect to Club Growth.

	Distinguished	Select Distinguished	President's Distinguished	Smedley Distinguished
<b>Paid Clubs</b>	No net club loss	Net +1 club	+3%	+5%
<b>Membership</b>	+1%	+3%	+5%	+8%
<b>Distinguished Clubs</b>	40%	45%	50%	55%

A minimum of 8 membership dues are due September 30, 2022 to keep the club in good standing and access to Toastmasters International Club Central and Pathways.

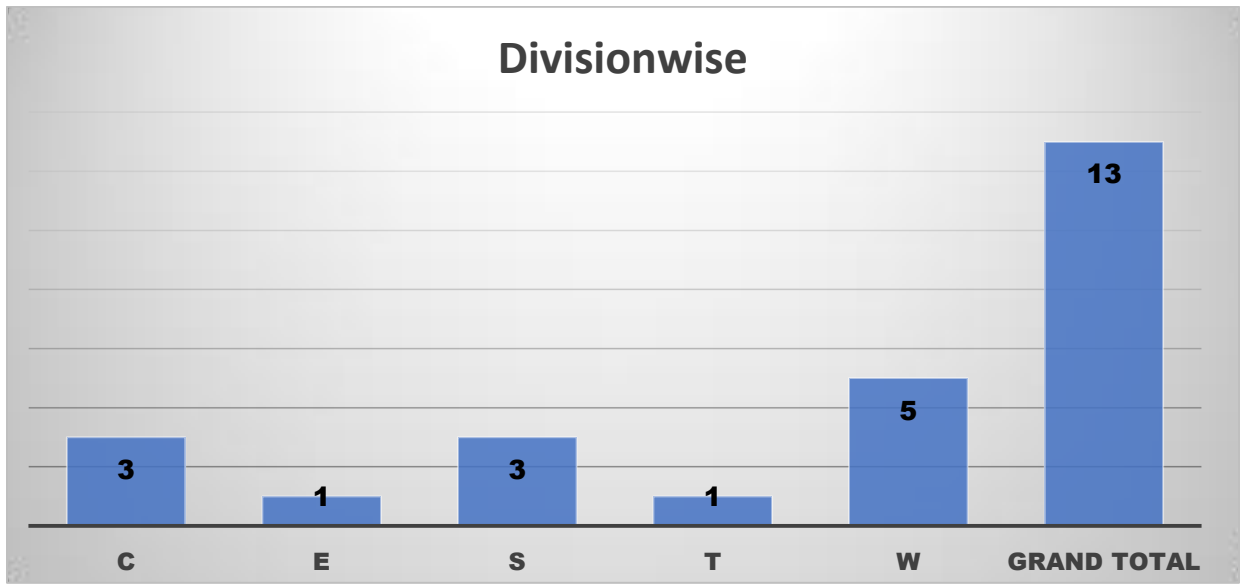
As per the 2022-2023 District Success plan we submitted reflecting from the Toastmasters dashboard for District 86.

### **Club Base 127; Membership Payments 4711**

As on March 16, 2023 Dashboard Report, we have 120 Active clubs for the Base of 130 Clubs; 2948 membership payments are done.

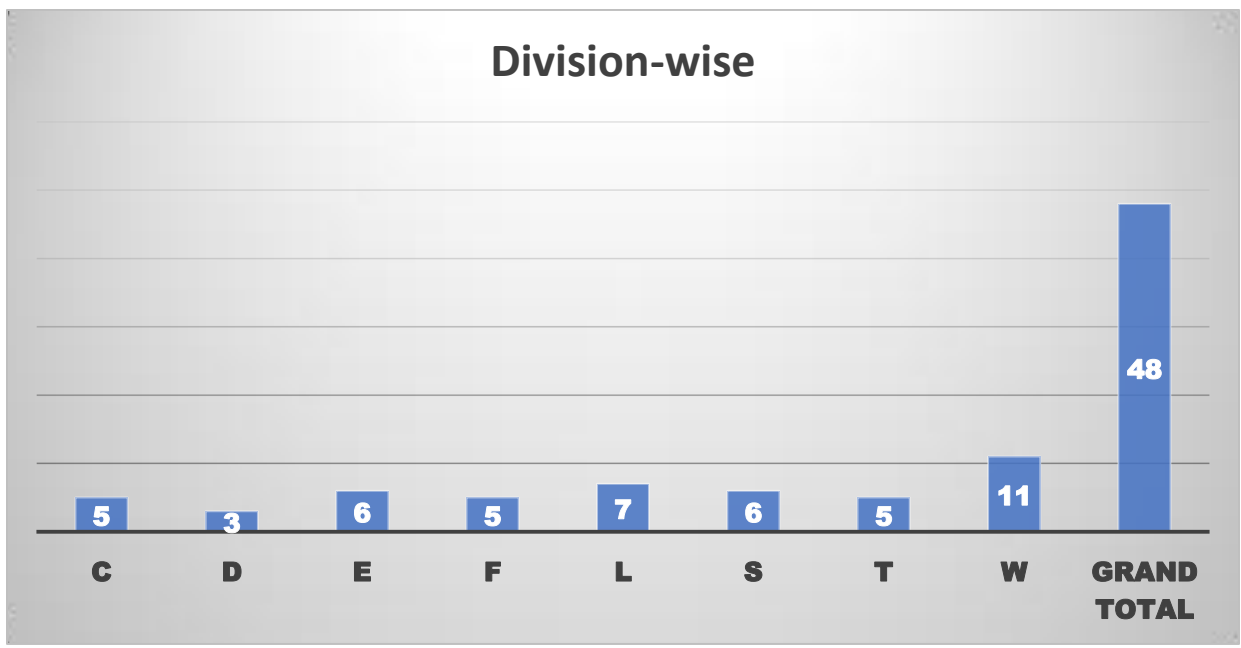
Division	Sum of Active Members	Count of Active Clubs
C	312	15
D	320	16
E	176	12
F	183	12
L	269	17
S	257	16
T	248	15
W	204	17
<b>Grand Total</b>	<b>1969</b>	<b>120</b>

**Clubs with low membership base = 8**



**Club Coach Requirement**

Totally 48 clubs require Coach



Members can earn District leader credit by fulfilling the successful club coach criteria.

**New Club Coach Program**

New Club coach program Detailed Document on Eligibility and Success criteria are available @ [Link](#)

Recurring CGD Events about the New Club coach program were conducted (2022-2023)

## **District 86 CGD Resources for Club Growth and Retention**

Refer to detailed documents on membership resources, Marketing ideas, fliers, promotions @ [Link](#)

## **Important communication from Toastmasters International on July 8, 2022 – New Incentives**

This incentive applies to clubs that closed during or after March 2020. The new process makes it less expensive for them to reinstate and allows them to do so with fewer members than is traditionally required. Attached is a copy of the email that will be sent to the last club officers we have on file for the closed clubs in your District later today, which contains the specific membership and dues requirements of this incentive. When a closed club reinstates with this incentive, it will be considered new. This means the district's club and membership payment base will not be affected, and reinstated clubs will be positively counted toward the District Recognition Program for the 2022-2023 program year.

With this incentive, we can work together to encourage and support former club leaders in bringing back their respective Toastmasters clubs! Also attached is a list of eligible former clubs from your District, and the names and emails of their last club officers. You can help motivate former club officers to reinstate their clubs by:

- Reaching out to ask if they're interested in bringing their club back and offering your support.
- Encouraging them to host a demo meeting or offer an open house to gain members.
- Outlining that if their club chooses to reinstate, it does not need to be the same as it was before. Some examples of potential changes include:
  - A formerly corporate club may become a community club (to expand potential membership base)
  - A formerly advanced or closed club may consider becoming an open club
  - A formerly in-person club may reinstate as a hybrid or online club

For questions, please email [renewals@toastmasters.org](mailto:renewals@toastmasters.org) with the subject line "Closed club incentive questions for Example Club Name."

## **Smedley Campaign & Talk- up Toastmasters Campaign**

In District Facebook page posts related to club Retention and Growth are added with ideas and links for the members to explore. Regular promotions are done.

Email communication was sent from CGD Desk to VP-M encouraging to achieve Smedley award for their Clubs

## **District 86 CGD Incentives**

Please refer to the detailed document @ [Link](#)

## **CGD Team Events**

Monthly twice Sessions focusing on membership Growth, Retention, New club Growth were conducted regularly.

## **Prospective Clubs**

Apart from these clubs there are 3 more corporate leads are explored in Parallel.

<b>Div</b>	<b>Club name</b>	<b>Prospective Club number</b>	<b>City</b>	<b>Type</b>	<b>Status</b>
E	TD Syntex			Corporate	Forms submitted to TI
S	Virtual Voices Advanced Toastmasters Club	Already paid	London	Advanced Club	Regularly meeting
E	Compass Group Canada Toastmasters	7982486	Mississauga	Corporate	Paper work In Progress
T	Resilient Entrepreneurs Toastmasters	7969514	Guelph	Community	Regularly meeting, Advanced club.
C	Atlantic packaging			Corporate	Form 1 submitted to TI

**For any questions: [clubgrowthdirector@toastmasters86.org](mailto:clubgrowthdirector@toastmasters86.org)**