



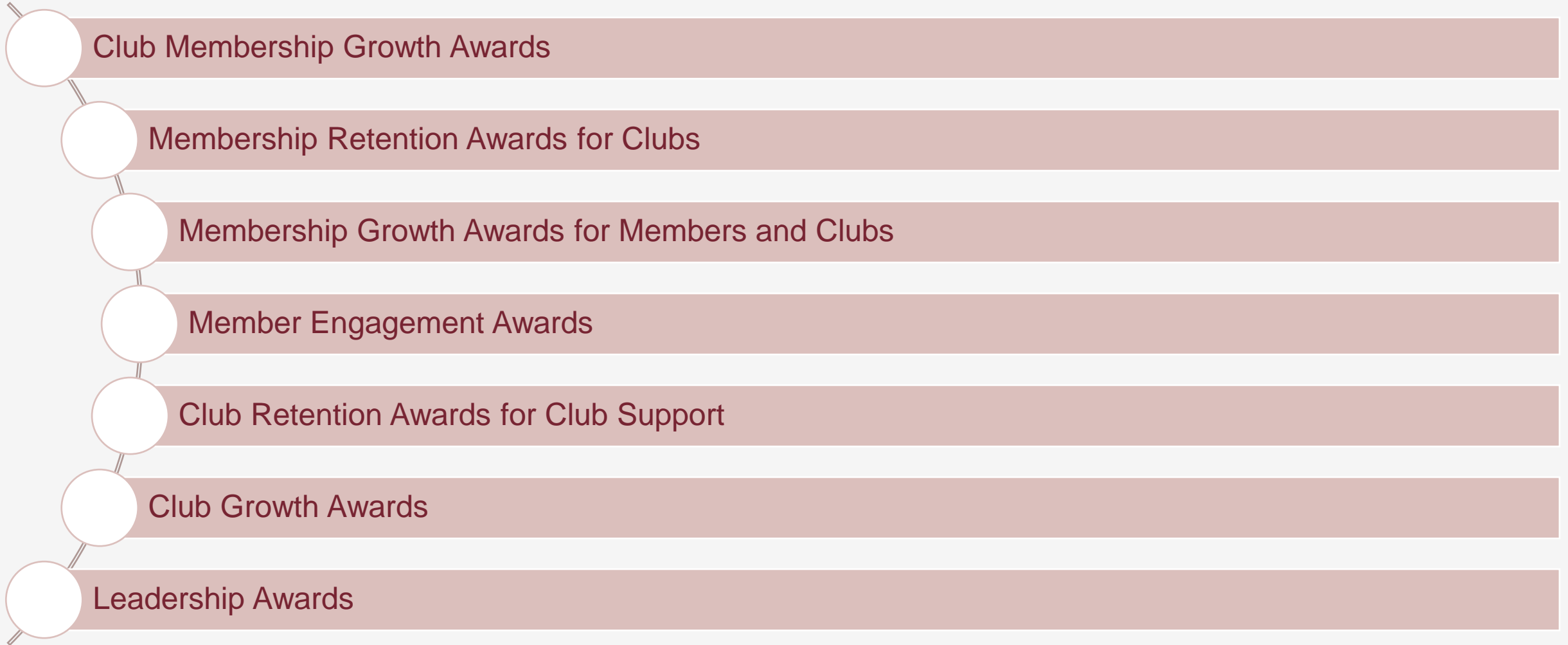
Club Growth & Club/Membership Retention Incentives

Club Growth Director

Bhushan Rele, DTM

September 2023

Club Growth and Membership Incentives



Club Membership Growth Awards – New-Dual-Reinstated

Target Audience	Criteria	Award
Club had 7 members on July 1, 2023	The club needs 10 members on June 30, 2024.	Clubs that achieve the required membership by June 30, 2024, receive a \$50.00 Toastmasters International gift certificate.
Club had 8 members on July 1, 2023	The club needs 12 members on June 30, 2024.	
Club had 11 members on July 1, 2023	The club needs 18 members on June 30, 2024.	
Club had 18 members on July 1, 2023	The club needs 30 members on June 30, 2024.	

Membership Retention Awards - Challengers 1 of 3

Title	Criteria	Audience	Date	Award
Club Membership Renewal Challenge	Lucky draw for top 3	Clubs in Good Standing with respect to membership		Enter a Lucky Draw – For 3 clubs
The Spotlight	80% renewals of member base and has minimum 20 members	Round – 1	Sep 1 to Nov 31, 2023	Receive a \$25 TI Gift Certificate
The Trend setter	100% renewals of member base and has minimum 20 members	Round - 1	Sep 1 to Nov 31, 2023	Receive a \$50 TI Gift Certificate
The Spotlight	80% renewals of member base and has minimum 20 members	Round – 2	Feb 1 to April 31, 2024	Receive a \$25 TI Gift Certificate
The Trend setter	100% renewals of member base and has minimum 20 members	Round - 2	Feb 1 to April 31, 2024	Receive a \$50 TI Gift Certificate

Membership Retention Awards - Runners 2 of 3

Title	Criteria	Audience	Date	Award
The Resilient Club	Become 20 members and achieve distinguished status	Club with 8 to 12 members on June 30, 2023	April 1, 2024	Receive a \$50 TI Gift Certificate
Go That Extra mile	Clubs that renew 20-29 members during both Renewal periods	Clubs in Good Standing with respect to membership	July 1, 2023 to April 1, 2024	Receive a \$25 TI Gift Certificate
Above and Beyond	Clubs that renew 30-49 members during both Renewal periods	Clubs in Good Standing with respect to membership	July 1, 2023 to April 1, 2024	Receive a \$50 TI Gift Certificate
The Front Runner	Clubs that renew 50-69 members during both Renewal periods	Clubs in Good Standing with respect to membership	July 1, 2023 to April 1, 2024	Receive a \$75 TI Gift Certificate
The Resilient Club	Become 20 members and achieve distinguished status	Club with 8 to 12 members on June 30, 2023	April 1, 2024	Receive a \$50 TI Gift Certificate

Membership Retention Awards - Rejuvenators 3 of 3

Title	Criteria	Audience	Date	Award
Club - Membership Retention Excellence Award	Top 3 Clubs with maximum Membership Retention	Clubs in Good Standing with respect to membership	July 1, 2023 to April 1, 2024	Receive a \$25 TI Gift Certificate
Club- Suspended to reinstated	Top 3 Clubs that were suspended and reinstated again	Clubs in Good Standing with respect to membership	July 1, 2023 to April 1, 2024	Receive a \$50 TI Gift Certificate

Membership Growth Awards for Members

Title	Criteria	Audience	Date	Award
Club Membership Building Contest Challenge	Sponsor 1 member during this period	District 86 members	Dec 1 2023 – May 31 2024	\$5 Incentive
	Sponsor 3 members during this period	District 86 members	Oct 1 2023 – May 31 2024	\$10 Incentive
	Sponsor 5 members during this period	District 86 members	March 1 – May 31 2024	\$15 Incentive

Membership Growth Awards for Clubs 1 of 2

Title	Criteria	Audience	Date	Award
Club Membership Building Contest Challenge	Add 5 members during any of the three Toastmasters Membership Campaign.	<u>Clubs in Good Standing with respect to membership</u>		A Random draw for 3 clubs fulfilling the criteria
Smedley			Smedley [Aug 1 – Sep 30] 2023	\$25 Incentive
Talk up			Talk up Toastmasters [Feb1 – Mar 31] 2024	\$25 Incentive
Beat the clock			Beat the clock [May 1 – June 30]2024	\$25 Incentive
Club - Membership Growth Excellence Award	Top 3 Clubs with highest net membership growth in district and must be in ACTIVE status Post Renewals	In-eligible, Low and Active Clubs	July 1, 2023 to April 1, 2024	\$100 Gift Certificate

Membership Growth Awards for Clubs 2 of 2

Title	Criteria	Audience	Date	Award
Club Open House Challenge - The Open House Champions	Hold an open house with the greatest number of guests in the district (top 3 clubs). Provide 1.Open House Flyer with date (e-copy) 2.Copy of Meeting Agenda (e-copy) 3.Copy of Guest sign-in sheet (pic or e-copy) 4.Copy of Guest Package & supporting documents (e-copy) 5.Pictures of the club event a Bonus!	Clubs in Good Standing with respect to membership	July 1, 2023 to April 1, 2024	Receive \$25 Toastmasters Gift Certificate & a Recognition in District Facebook
Phoenix award	Add 10 new members	A club with 3 to 7 members on 01-Jul-22	July 1, 2023 to April 1, 2024	Receive \$50 Toastmasters Gift Certificate
	Add 6 new members	A club with 3 to 7 members on 01-Jul-22	July 1, 2023 to April 1, 2024	Receive \$25 Toastmasters Gift Certificate

Member Engagement Awards – Toastiemonials

Title	Criteria	Audience	Date	Award
The Engagement Champion Toastiemonial	Provide one or more written or Testimonial (Toastie-monial) of how Toastmasters made a difference in your professional or personal life. Post in Facebook Page - Tag club members & CGD.	Member	August 1, 2023 to October 31, 2023	Enter a draw Win a Toastmasters branded pen or \$10 equivalent gift certificate
			Jan 31, 2023 to April 31, 2024	

Club Retention Awards – Club Support

Title	Criteria	Audience	Date	Award
Club Bridging Challenge - Torch Bearer	Club that officially reaches out to support and help another club with less than Thirteen (13) members to reach Twenty (20) or more members. Requires agreement between both Club Executives and approval from the Club Growth Director. Include the current number of club members.	Clubs in Good Standing with respect to membership	July 1, 2023 to April 30, 2024	Receive \$50 Toastmasters Gift Certificate
Club Coach Challenge - The Club Coach	successfully coach the club to achieve recognition in the Distinguished Club Program and bring its membership to charter strength	Member	July 1st, 2023 to June 30, 2024	Receive \$50 Toastmasters Gift Certificate

Club Growth Awards

Title	Criteria	Audience	Date	Award
New Club - New Club Lead Challenge	Member who provides a lead to the Club Extension Chair or Club Growth Director which leads to a kickoff meeting and charters during the term.	Member	July 1st, 2023 - June 30, 2024	Receive \$100 Toastmasters Gift Certificate
New Club Lead & Sponsor Challenge within One month - The Spark Award	Provide a lead that turns in to a newly chartered club within One (1) month of submitting charter paperwork with all forms to Toastmasters International and help with Demo meetings.	Member	July 1st, 2023 – May 31st, 2024	\$50 TI Gift Certificate* Club per sponsor
New Club Mentor	Member who works with a newly chartered club to bring it to distinguished status or better by the end of the term	Member	July 1, 2023 to June 30th, 2024	Receive \$50 Toastmasters Gift Certificate

Leadership Awards

Title	Criteria	Audience	Date	Award
Stalwart Area Director	Area that has minimum 20 Active members in all the clubs + charters more than One club + No club Loss (Compensating any club Loss)	Area Director	July 1st, 2023 – May 31, 2024	\$100 Gift certificate
Stalwart Division Director	Division that charters one club under each area prior to June 2023 + No club Loss (Compensating any club Loss) + Distinguished clubs equal to at least 50% of the Division's club base	Division Director	July 1st, 2023 – May 31, 2024	\$150 Gift certificate

Toastmasters International Incentives

- Beat the Clock ribbon: May 1st to June 30th. For clubs that add five or more new, dual, or reinstated members
- Talk Up Toastmasters ribbon: February 1st to March 31st. Clubs that add five or more new, dual, or reinstated members
- Smedley Award ribbon: August 1st to September 30th. Clubs that add five or more new, dual, or reinstated members

Sponsor five or more new members within one program year and you will receive:

- a unique blue pin for 5 members,
- a unique burgundy pin for 10 members,
- and for sponsoring 15 new members, you will qualify to receive a special discount code for 25% off your next product purchase from the Toastmasters Online Store



Need more information
email
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