



Club Growth Director Report

▶ Report Date: 30 June 2023

Vision for Club Growth for 2023-2024

I am delighted to provide members with an update on my plans as your Club Growth Director for the 2023-2024 Toastmasters year drawing on valuable insights in speaking with both club Presidents and District leaders.

Key Themes

Advertising, attracting more guests, improving member attendance, energising executive teams, and facilitating faster communication from District leaders have emerged as key areas where our clubs require support.

I am fully committed to addressing these needs and working closely with each clubs and District leaders to foster growth and success.

Starting Now - Monthly New Member Orientation

To begin with, I am introducing monthly online New Member Orientation Sessions. These sessions are designed to help new members maximise the benefits of their Toastmasters membership and ensure their long-term engagement.

By offering these sessions regularly, we alleviate the strain on smaller clubs where executive teams are already stretched thin, ultimately improving the member experience.

Sessions begin on Monday, 31 July 2023. The schedule for these session will change to accommodate all clubs.

Mass Media PR Campaign

I am speaking with a PR agency to embark on a Big Mass Media Campaign to tackle the common perception that Toastmasters is a well-kept secret.

We are intending to use a combination of media releases, PR stories, and strategic advertising across various physical channels and online platforms.

The aim of this is to bring Toastmasters into the spotlight attracting new members and dispelling the notion that we are a hidden gem.

Marketing Mondays - Fortnightly Practical Workshops

I am excited to offer these easy practical marketing workshops.

These fortnightly online workshops will provide valuable training for Vice Presidents of Public Relations (VPPRs), equipping them with essential marketing skills.

Topics covered will include Facebook advertising, setting up Google Business Profiles, marketing for hybrid clubs, utilising platforms such as TikTok, attracting the younger generation, and mastering tools like Canva.

These workshops will empower VPPRs to implement effective marketing strategies, promoting their clubs and attracting new members.

Sessions begin 24 July 2023.

Please Reach Out

One of my core commitments is to ensure that our members feel valued and supported. To achieve this, I will prioritise being present, available, and easy to communicate with.

Your input and council will play a vital role in shaping the decisions and initiatives implemented within our District.

Your opinions and feedback are invaluable, and I encourage you to share your thoughts on how the District can better support your club in the coming year. I am always open to engaging in meaningful conversations with you.

Thank you for your trust and support.

Together, we will overcome challenges, celebrate achievements, and ensure that every member of our District has a fulfilling Toastmasters experience.

Nicky Jurd

Club Growth Director 2023-2024