

Goal 1: Membership Payments Growth

Situation Analysis

What is the current situation in the district? How many members did the district add last year? Does the district have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)

Membership is growing across the district. However, significant scope exists for our clubs to attract and retain more members. Evidence from club visits indicates that best practices for membership payments growth and retention aren't shared between all clubs in the district. For example, few clubs are aware of membership Key Performance Indicators (KPIs) such as retention rates and guest conversion rates. The management tools used by clubs to track guests and members also vary greatly and scope exists to promote best practice tools. Additionally, significant scope for improvement exists in marketing Toastmasters by club locally and by the District nationally.
Goal: Net membership payment growth of 10%

Strategy

What actions will the district take? What has worked in the past? What has not? What new programs or incentives could the district implement? How will the district promote existing programs? How have other districts been successful? What could the district do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.)

Ensuring consistent membership payment growth must involve a multi-year strategy covering "push" (guest conversion) and "pull" factors (guest attraction) factors.
Push factors:
Recommendations that every club be equipped with "best in class" tools and practice to convert guests into members via the following:
- Increasing the emphasis on membership payment growth at COTs
- Making membership and guest management tools widely available via D91 PR activities, the D91 website and via Area Directors.
- Promoting the benefits of large clubs (25+ members) more widely.
Pull factors:
Brand awareness of Toastmasters in the UK must be significantly increased over a period of years, through the following means:
- Themed "showcase" seminars aimed at corporates and members of the public.
- Increasing the pace of publications of articles in UK publications through the Panpathic PR partnership.
- Building O2O (Organisation to Organisation) relationships with professional associations and businesses.

Action 1

Membership Payment Growth

- a. Encourage & promote membership payment growth in all clubs via COTs and regular communications.
- b. Creating and making available high quality templates for marketing materials for clubs to purchase/use.
- c. Continuous publication of articles to UK media through Panpathic.

Action 2

Webinars & Seminars:

- a. Schedule showcase seminars aimed at promoting Toastmasters to the public tied to Division Contests.
- b. Organising monthly webinars aimed at promoting membership growth and share best practices.
- c. Organising regular online surgeries to share best practices between clubs and answer specific questions from club leaders.

Action 3

Create and share best practice membership management tools.

Action 4

Upgrade D91 website and UK & Ireland website to increase brand awareness

Resources

What people, equipment, meeting places and money does the district have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include area and division directors and gift certificates to the Toastmasters store.)

There is a lot of expertise on membership growth within D91 to be tapped into. Area and Division directors will be the main local relays for the membership payments growth programme. It is also intended that Division level "growth champions" will be identified. It is intended that webinars and workshops be run during the year focusing specifically on membership payments growth. The standardised Speechcraft programme will be spearheaded by "champion clubs" who will then help other clubs run courses themselves.

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?

The Club Growth Team will have a membership extension/retention chair and a club extension chair. Division Directors will also be invited to nominate "growth champions" to further support the team locally.

Action 1

Florian Bay with support from Nigel Oseland, DEC members and club officers

Action 2

Florian Bay & Club Growth Team with support from Nigel Oseland

Action 3

Florian Bay & Nigel Oseland with support from DEC members

Action 4

ICT Committee with contributions from Florian Bay & DEC members

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?

Actions began before July 1, progress tracked at monthly DLT meetings.

Action 1

Ongoing through the year

Action 2

Starting in October 2017

Action 3

Ongoing through the year

Action 4

Early 2018