

## **Goal 2: Club Growth**

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### **Situation Analysis**

What is the current situation in the district? How many clubs did the district add last year? Does the district have special challenges? (One situation might be that members in the district don't know how to generate interest in new clubs.)

Club density is far lower in D91 than in many other places e.g. by comparing D91 with New York, Australia or New Zealand. This manifests in large towns not hosting a club (Swansea, Taunton, Romford) and in major British companies not having a club in-house (British Airways, John Lewis, Marks and Spencer etc.).

Key lessons emerged from discussions with leaders in the process of starting a club or who have recently started a club:

- Limited information was available on what to do exactly
- Few procedures were in place to support them
- In some cases limited support was received from some district leaders ... “we were on our own” to quote a founder

Goal: Net growth of 10% in club numbers

### **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 appoint -ing a club extension chair to pursue leads and scheduling demonstration meetings.)

For new community clubs, Divisions will be invited to complete a “mapping” exercise to identify places where new clubs could be launched. An emphasis will also be put on speciality clubs and morning clubs. Potential founders and leaders of new community clubs will be provided with extensive training and guidance to cover all stages of club formation from idea to the first club AGM. This process is called the “Concept to Continuity”. In parallel, lists of potential venues will be established, alongside lists of sponsors and of clubs willing to financially support new clubs. Finally, workshops will be organised to train future leaders of new clubs.

Similar support structures will be created to support corporate clubs. However, appetite must be triggered

within corporation to support the launch of new clubs as well. This is where targeted marketing will come in alongside networking and stakeholder management.

- Action 1 Invite every Division Director to nominate a “Growth Champion”
- Action 2 Create and formalise “Concept to Continuity” support infrastructure (manuals, check-lists, documentation, webinars and workshops etc) for launching new clubs.
- Action 3 Divisions to “map out” localities suitable for hosting new community clubs
- Action 4 Reach out to corporations and other organisations within D91 on an “Organisation to Organisation” level to promote the benefits of in-house clubs.
- Action 5
  - a. Create lists of club founders/sponsors/mentors.
  - b. Create lists of venues for new community clubs
  - c. Create lists of clubs willing to financially support the launch of new clubs

### 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 a club extension committee, a demonstration team and [infokits@toastmasters.org](mailto:infokits@toastmasters.org).)

Division level “Growth Champions” will play a large part in creating enthusiasm and interest in new clubs at the local level. All District Leaders will be encouraged to promote the benefits of Toastmasters and of new clubs within their own networks. It is hoped that entry would be gained to many corporations in this way. Webinars on new club creation will be run several times during the Toastmasters year alongside workshops on launching new clubs.

### 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 rely on the support of a few Club Extension Chairs and will also be in constant communication with Area and Division directors.

- Action 1 Division Directors
- Action 2 Florian Bay with help from Club Extension Chairs and previous club founders
- Action 3 Division Directors
- Action 4 Florian Bay and Club Extension Chairs with support from Nigel Oseland & DEC members
- Action 5 Club Growth Team with support from DEC members

### Timetable

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

All actions began on July 1st

- Action 1 November 2017
- Action 2 November 2017
- Action 3 November 2017
- Action 4 Ongoing process
- Action 5 Ongoing process