**CLUB SUCCESS PLAN**

**London Victorians Committee 2019-2020**

* President Paulina Dabrowska
* VP Education Ariel Elboim
* VP Education 2 (Secretary) Chris Wedgwood
* VP Membership Jackie Gallego
* VP Membership 2 (Sgt at Arms) Agatha Amachee
* VP Public Relations Lucy Rosa & Raj
* Treasurer Florian Bay
* VP Mentoring Stephanie Walker
* VP Events/ PR Malwina Palinska

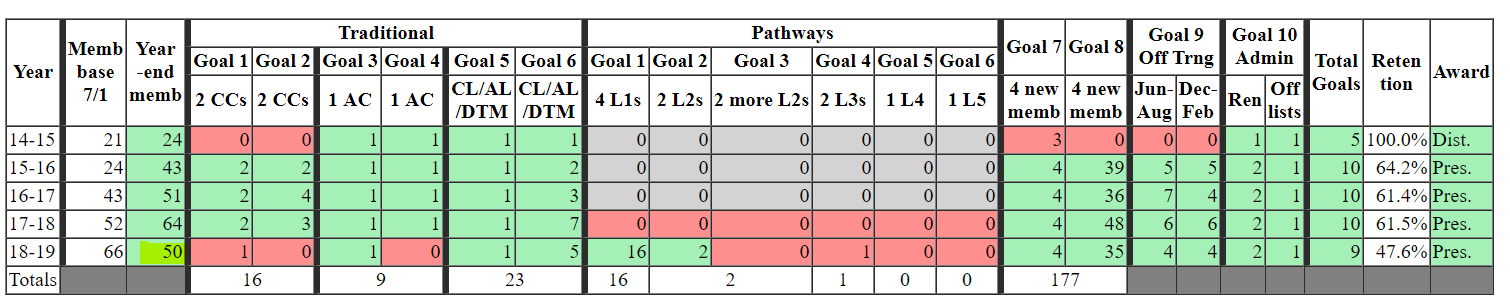
1. **DCP Target**

**GOAL** 10 DCP Points (President’s Distinguished) by year end (June 30th 2020), with an interim objective of 5 DCP points by the end of Dec 2019 and all 10 by end of April.

Current Status:

|  |  |  |  |
| --- | --- | --- | --- |
| **Total of 6** | | | |
| **Club Goals** | **Achieved** | **Club Goals** | **Achieved** |
| Two CC awards |  | P1 Four Level 1 awards |  |
| Two more CC awards |  | P2 Two Level 2 awards |  |
| One AC award |  | P3 Two more Level 2 awards |  |
| One more AC award |  | P4 Two Level 3 awards |  |
| One CL/ALB/ALS/DTM award |  | P5 One Level 4 award |  |
| One more CL/ALB/ALS/DTM award |  | P6 One Level 5 award |  |

1. **Membership Target**



**GOAL** –

At least 60 members throughout the year. Currently (from July 2019)– 55

Guest conversion rate goal – 30%. Currently -4 guests on average with a conversion rate 12.6%

**District initiatives:**

Smedley Award – 1st Aug – 30 September (at least 5 – ideally 10+)

Beat the clock challenge – 1st May – 30th June 2020 [2019 - Bronze (5+), aim for Silver (10+) next year]

Q: What is the maximum number of members to accommodate demand for speech slots?

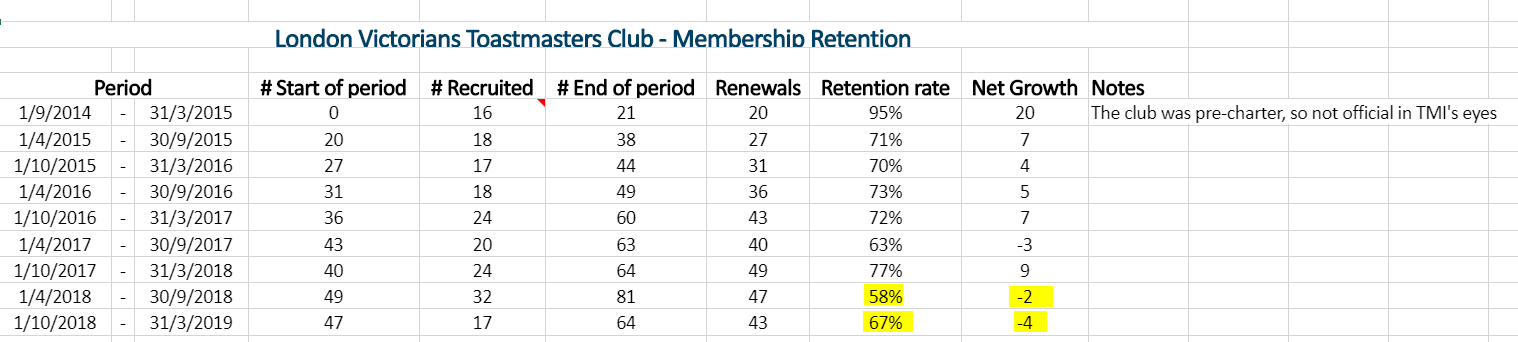
What is the plan in case the club grows too big?

Extra meeting a month for advanced speakers/ icebreakers?

**How to achieve the GOAL?**

* Attracting more guests and improving guest retention (Web search, CRM, Workshops, Linkedin, Meetup, professional networking – open meetings).
* VPM to follow up in a timely manner – automation
* Bring a friend initiative/ referral prize – Amazon voucher
* Offer 1st month for free if decides to join by end of renewal period

1. **Membership Retention**



**GOAL**:

Improve the retention rate to 70% (TMI Dashboard) and submit renewals on time

**District initiative:**

Pizza Challenge - Renew 20+ members by Sept 30th (renewals open from Aug 12th), Retain 80% of members

**How to achieve the GOAL?**

Members’ satisfaction insights

* Moments of truth score as a benchmark – main areas of improvement
* Quarterly member survey
* 1:1 mentor – member session to understand the needs and follow up

Members’ engagement

* Increase the average number of meeting participants to 22 (currently 19 – 49 meetings). We have a minimum of 15 roles to be filled at a standard meeting with 4 speakers.
* Introduce assistant club executive roles, introduce new supporting roles, involve members in committee activities early on
* Visits to other clubs as a GE/ Speaker
* Awards, encourage participation in competitions (particularly important for eligibility for the Autumn Contest)
* Set member education goals and monitor attendance
* Variety of meetings adapted to member abilities (special meetings, extra meeting for advanced/ icebreakers)

Social activities:

* + Pub master on a weekly basis
  + Monthly social events – fixed date

1. **Club marketing and PR**

GOAL: Increase online presence and LV reputation in a wider Toastmaster

**How to achieve the GOAL?**

Online: Facebook likes, Facebook live, Google reviews, Instagram account, regular engaging content on all channels (social media monthly rota?), Linkedin profile, CRM – MailerLite (Speak with Andy O’Sullivan London Cardinals).

Offline: GE exchange (at least 2 per month and at least 1 member to visit another club per month), Megameetings, Meeting invitation cards to be carried by members, Professional workshops (TM visitors from other clubs – free participation in exchange for GE), Open meetings – networking session, Engaging HR in local offices, Civil service network

1. **Increase the number of Education Awards Achieved**

District initiative: **1:**70:100 - Every member to achieve at least 1 education award (60!)

**How to achieve the GOAL?**

* Every member to agree their education goal for the year with the VPE and mentor to monitor their performance against the goal
* Pathways leaderboard displayed at every meeting
* All members to register with pathways by end of August
* Awards for members who achieved the level

1. **Effective Mentorship Program**

**GOAL**

Strengthen the mentorship program, ensuring that all members, both new and experienced, are offered a club mentor within a week from joining and have a mentor for a minimum of their first 4 speeches, including the end of Level 1 Pathways.

Buddy up programme for professional networking (Linkedin Toastmaster group

More members to become mentors