2024/25 Club Growth Director Office Report

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CGD 2024/25

Introduction

The Toastmasters Club Growth Director (CGD) is a key leadership position in the district executive committee, responsible for the growth and retention of clubs within a Toastmasters district. This role is critical in ensuring that the District meets its club expansion goals while maintaining high-quality club experiences.

Role of the Club Growth Director

- **Club Extension** – Identifying opportunities to start new clubs, supporting club sponsors and mentors, and guiding new clubs through the chartering process.
- **Club Retention** – Developing strategies to help struggling clubs regain strength and sustainability through club coaching, member engagement, and leadership development.
- **Membership Growth** – Encouraging membership-building activities, supporting clubs in attracting and retaining members, and recognizing membership achievements.
- **Marketing & Public Relations** – Promoting Toastmasters to external organizations, companies, and communities to attract new clubs and members.
- **Support & Training** – Equipping club coaches, sponsors, and mentors with the tools and resources to help clubs thrive.
- **Collaboration with District Leaders** – Working closely with the District Director and Program Quality Director to ensure alignment with district goals and Toastmasters International's mission.

Structure of the Club Growth Office The CGD operates within the district leadership team and is directly accountable to the District Director. The CGD typically leads a team that includes:

- **Club Extension Chair** – Focuses on chartering new clubs.
- **Club Retention Chair** – Oversees struggling clubs and the club coaching program.
- **Club Coaches, Sponsors, and Mentors** – Volunteers who provide direct support to new and existing clubs.

- **Public Relations and Marketing Support** – Works with the Public Relations Manager to promote Toastmasters and recruit new members.

Key Performance Metrics The success of the CGD is often measured by:

- The number of new clubs chartered.
- The number of clubs that remain in good standing.
- Membership growth and retention rates.
- The effectiveness of club coaching programs.

Highlights of 2024/25

Club Extension

During the Golden Quarter, two new clubs were successfully chartered: Reckitt Toastmasters in Division A, Area 3, and the Gauteng Department of e-Government Toastmasters in Division F, Area 3. Although several leads were pursued, they did not yield the desired outcomes.

Looking ahead, six clubs are poised for chartering in the third quarter. These include:

- **ANROL (B2)**, **Rhodes University (B3), NinetyOne (C3), Munsoft 1 (E3), Munsoft 2 (E3)**, **and Talk and Toast (D3)**

The necessary charter paperwork and payments for these clubs have been submitted to Toastmasters International, and their official chartering is imminent.

Additionally, five more clubs—**Sanlam, Vodacom Lesotho, PWC Tech, Standard Chartered Botswana, and MBSA Eastern Cape**—are progressing steadily and show strong potential for development. The ultimate objective remains to establish twenty new clubs during the 2024/25 Toastmasters year.

However, eight clubs are confirmed to be closing down:

- **Mutualite Masters Toastmasters Club, Seriti, Allan Gray Toastmasters Club, ABC Toastmasters, Johannesburg Entrepreneurs Toastmasters, Popya Toastmasters Academy, Discovery Insure Toastmasters, Discovery Toastmasters**

Notably, 75% of these clubs are corporate clubs, highlighting a need for greater attention to this segment.

Ultimately, the target is to ensure a net growth of at least six clubs by the end of the cycle, reaching a total of at least 120 clubs. Despite a slow start, the District remains resolute in achieving this target.

Club Support

The Club Coaching Program has faced challenges in attracting coaches, despite training interventions and appeals to over 200 qualified members throughout the District. Addressing this issue will be crucial for future CGD offices to uphold the second District Mission of “supporting all clubs to achieve excellence.”

Leads Generation

A leads generation campaign in Q3 generated over 600 leads. However, conversion of these leads remains a challenge. Division teams are being set up to support lead conversion initiatives.

An outreach campaign targeted at former members has also been launched, with emails sent to over 5,800 former members. The target is a 10% success rate (580 reinstatements).

Club Growth Excellence Campaigns

The CGD office ran several growth incentive programs:

- **Smedley Campaign (Q1)**
- **Talk Up Toastmasters Campaign (Q3)**
- **Treasurer Excellence (Q1 & Q3)**

Outstanding Clubs in Campaigns:

Smedley Campaign (5 or more members recruited between 1 August and 30 September)

Club Name	Total
Reckitt SA	20
Gaborone Toastmasters	8
Honeydew Club	7
Pinnacle Toastmasters Club	7
Highway Club	7
Protea Club	5
Florida Toastmasters Club	5
Nedbank Executive Toastmasters Club	5

Talk Up Toastmasters (5 or more members recruited between 1 March and 31 March)

Club Name	Total
Northern Star Toastmasters Club	10
Table View Toastmasters Club	8
Pinnacle Toastmasters Club	7
Florida Toastmasters Club	6
Morningside Toastmasters	5
Two Oceans	5
The Breakfast Club Toastmasters	5
ToastED Toastmaster	5
WBS Toastmasters Club	5
Moving Forward Toastmasters	5
4th Dimension Club	5
Rivonia Toastmasters Club	5

Treasurer Excellence October Renewals (20 or more renewals OR 100% of Base renewals on or before 20 September)

Club Name	Total
Absalute Toastmasters Club	42
Speaches by Peach Payments	32
SAP Toastmasters	31
ToastED Toastmaster	22
Standard Bank Operations Club	21
Gold Reef Toastmasters Club	20
Reckitt SA	20
Nedbank Executive Toastmasters Club	20
Pinnacle Toastmasters Club	20
KPMG	7 (233%)

Treasurer Excellence April Renewals (20 or more renewals OR 100% of Base renewals on or before 20 March)

Club Name	Total
Florida Toastmasters Club	22
Absalute Toastmasters Club	22
Pinnacle Toastmasters Club	21
ToastED Toastmaster	21
Gauteng Department of e-Gov Toastmasters	20
Swakopmund Toastmasters Club	8 (100%)

Outlook for the Rest of the Year

Looking into Q4, we are confident in achieving the KPI 1 target of 120 clubs in good standing. However, payments remain a challenge, standing at 2,765 as of 1 April 2025 against a Smedley target of 4,932. The shortfall of 2,167 is expected to be met through 500 renewals, 300 new club memberships (15 clubs), and 1,200 new or reinstating members before 30 June.

Conclusion

The year 2024/25 has been challenging, with slow club chartering and a lack of enthusiasm for club growth leadership roles. Despite these obstacles, a strong finish in Q4 is anticipated, with Division structures expected to support District initiatives.