



Club Growth Director Annual Report for District Council – September 2026

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Portfolio	Club Growth Director

1. Overview

The first quarter of the 2026/27 Toastmasters year has focused on strengthening the District 74 club base, growing membership, supporting clubs through the renewal period, and creating new opportunities for members to participate in Toastmasters.

During the period July–September 2026, the Club Growth team has concentrated on three key priorities:

- Growing the number of clubs
- Strengthening existing clubs
- Supporting membership renewals and retention

2. New Clubs Chartered

A key achievement during the reporting period has been the chartering of three new Toastmasters clubs in District 74.

Division	Area	Club #	Charter Date	Club Name	Location
F	1	28680375	09/22/2026	Linaleli Toastmasters	Maseru
E	5	28680930	09/14/2026	Mutual Impact Toastmasters Club	Gaborone
F	1	28680937	09/16/2026	Proconics Corporate	Vanderbijlpark

These new clubs contribute to the District's strategic objective of expanding Toastmasters' reach and creating more opportunities for people to access communication and leadership development.

The Club Growth team will continue to work with Division, Area leaders and members to convert the current pipeline of prospective clubs into chartered clubs.

3. Club and Payment Numbers Summary

Club Numbers

Base	To date	Target
114	117	124

Payment Numbers

Base	To date	Target
4811	1449	5196

4. Club Base Status

As at 28 September 2026, District 74's Verified club base stands at:

55

Verified complete clubs — as at 28 September 2026

5. Membership Growth & Renewal

The July–September period has also been heavily focused on membership renewal and retention. Several initiatives were implemented to encourage members to renew early and strengthen clubs ahead of the October membership cycle.

Keep Your \$12 Campaign

- Encouraged members to renew before the dues increase
- Used WhatsApp, social media, email and club communication to create urgency

Early Renewal T-Shirt Campaign

- First release: 100 T-shirts
- Second release: 50 additional T-shirts
- 150 qualifying renewals rewarded in total

The campaign helped create visibility around early renewal and provided clubs with an additional engagement tool.

6. Club Coaching

25 clubs currently have membership below 12 members. To support these clubs, the Club Growth team's goal is to assign a certified coach to each one — this is why the team began by running training for potential coaches.

- 7 clubs have already been assigned a coach
- Work is underway to assign coaches to the remaining clubs

7. Club Growth Pipeline

The Club Growth team has been working closely with Division Directors and Area Directors to identify:

- Existing clubs with growth potential
- Clubs at risk of closure
- Potential new club leads
- Prospective corporate clubs
- Community-based club opportunities

This information is being consolidated into a District Club Growth Pipeline, which will allow the team to prioritise resources and support where they are most needed.

Club Growth Goal

The goal is to charter a total of **10 new clubs by December 2026**. 16 clubs are currently in progress of being chartered over the next quarter.

8. Priorities for October – December

1. Convert Club Leads

Move identified prospective clubs from the pipeline towards demonstration meetings and charter.

2. Support At-Risk Clubs

Work with Division and Area Directors to identify clubs requiring targeted intervention.

3. Expand Corporate & Community Outreach

Develop new partnerships and identify organizations and communities where Toastmasters can establish a presence.

9. Closing

The first quarter has laid the foundation for growth. With three clubs already chartered, and renewed focus on strengthening existing clubs,

Our focus for the next quarter is clear:

Stronger Clubs. More Members. More Opportunities.

Club Growth is not only about creating new clubs — it is about creating clubs that can grow, thrive and serve their members for years to come.