

Membership & Marketing Update

July–August



Lt. Governor Ben Lappen, ACS

Dear District 31 Members –

Goals for the 2009–2010 year:

20 new clubs

7,520 Per caps (membership payments)

Increase the number of college and / or young professional clubs by 50% (+5 clubs)

In addition, have 5 more college or young professional prospective clubs leads.

First of all, I'm proud to announce that the 2009–2010 marketing and membership team is complete!

Officers:

Bash Turay, District 31 Intellectual Revolutionary

Bob Demilia, District 31 Membership Chairman

Doug Sheadel, Club Extension Chair

Richard Baker, Club Retention Chair

Prospective Club Update:

There are 14 Prospective Clubs in D-31:

Club Name	Location	Members	Demo	Notes
Nova Biomedical	Division C, Waltham MA	N/A	September 16, 12:00 – 1:00pm	The club has 10 individuals helping out who were previously Toastmasters.
General Dynamics	Division F, Taunton MA	10	Complete	Needs: Sponsors and Mentors.
Draper Labs	Division C, Cambridge	N/A	September 23 rd 11:30 – 12:30pm	Needs: Sponsors.
Keynote Speakers	Division E, Worcester	N/A	Complete	Club set to resume in the fall. Current status of the club is unclear.
Reebok	Division C, Canton	N/A	Complete	
Harvard Medical	Division C, Cambridge	14	Compete	Needs: Sponsors.
Raytheon	Division C, Waltham	8	Complete	Set to charter September. Club almost chartered.
Babson	Division E, Babson Park	20	Complete	
Osram Sylvania	Division A, Danvers	17	Complete	Set to charter September.
Brandeis	Waltham, MA	20	Compete	
StanTalk	Division B, Westford	Unsure	Compete	Lost contact with club months ago.
Toastmasters	Division A, Woburn	N/A	Compete	Waiting to hear back to see if there is interest.
DiCocco Gulman				
ProvPlan	Division G, Providence RI	N/A	September 25 th 2:00 – 3:00pm	

***NOTE: we are currently working on 12 leads not listed in the above chart. A club switches from “lead” to prospective club after the site contact has filed an *Application to Organize* and sent in a check of \$125 to Toastmasters International.

Club Retention Update

27 clubs in D-31 have 12 or fewer members and are therefore eligible for club coach—please see the report “At Risk Clubs” for further details.

Campaigns:

New Clubs, Membership Growth, Club Retention, and Membership Retention.

Club Lead Campaigns:

International Website: every year, the Toastmasters International Website sends District 31 over **80 leads** for prospective clubs. These are individuals who contact us in hopes of starting their own Toastmasters club. Our task is to take care of these leads and turn them into new clubs.

Business Query: most leads for prospective Toastmasters clubs are related to businesses. In the 2009–2010 year, District 31 will be actively contacting over **75 businesses** via mail query. Per the success of this campaign, we may increase the scope of the mail queries **3 fold**, e.g., **225** businesses contacted.

Networking Clubs: often, if a business or organization has seen success through Toastmasters at one of their locations, they will be eager to build a club at another location.

Community Business or Organization Leads: libraries, Starbucks, community centers, etc...many businesses and / or community organizations are eager to host and sponsor local clubs as a way of generating business or exposure. We will contact these businesses and or community organizations to find out how Toastmasters might help them with their goals.

College Clubs: Starting in the fall of 2009, District 31 will contact student leaders and student leadership offices at colleges in MA & RI to find out if there is interest in building campus based Toastmasters clubs.

Area & Division Governors: Area and Division Governors need to add new Toastmasters clubs to receive a President’s Distinguished Award for Leadership. Every Area and Division Governor who is interested in building a new club in their Area / Division will be given the full help and resources of the Marketing and Membership team in District 31. We intend to build at least 5 clubs through this effort.

Pick a Town Campaign: Here in District 31, we are so confident we can build and do anything, that we offer a challenge to anyone in the District—pick a town, and we’ll build you a club. We welcome the challenge.

Membership Growth Campaigns:

Unemployed: Unemployment is rising in the United States—all of us know people who have lost their jobs in the last 2 years. Here in Toastmasters, we believe we're in a unique position to help individuals who are unemployed. We offer educational training that develops marketable skills, such as oral communication, running a meeting, and leadership. In addition, unemployed individuals can gain from the abundance of networking opportunities in Toastmasters. **Campaign:** During the month of August, 20 unemployment centers will be contacted via e-mail. If any responses seem promising, we will follow up via phone call to discuss how Toastmasters might support the unemployment center. Once we've established interest, we'll launch a full-scale campaign that may include flyers, mailings, demos, and invitations to unemployed individuals to visit our clubs.

New Clubs: New clubs bring in new members. Our plan is to charter 20+ clubs this year, leading to the addition of 400+ new members.

Demo Growth: A revolutionary campaign designed to increase the membership base in District 31 clubs. The campaign will feature clubs coming together to put on demo events for non Toastmasters – club officers, interested in building their membership, will host the events with other club officers from different clubs.

Club Retention:

District 31 Club Retention Chair, Richard Baker, is actively seeking Club Coaches to aid clubs that are in need of help and are at risk of folding. If your club needs attention, contact Richard at Richard_Baker@3com.com.

Membership Retention:

If your club is at risk for losing members, please contact me at lgm@district31.org. I can connect you with your Area and Division Governor who can aid you in forming membership retention campaigns.

Opportunities On the Marketing Team

Serving on a demo team: demo teams are mock Toastmaster meetings that run at about 1 hour in length. The meeting is presented in front of a group of 20+ non-Toastmasters, usually at a business or organization. If successful, the non-Toastmasters will decide to start a Toastmasters club of their own in their company, community, or organization. Demo meetings are a lot of fun and a great opportunity to practice speaking in front of an unfamiliar audience, network, and contribute to the Toastmaster community.

Serving as a club sponsor: interested in earning credit toward a DTM? Do you love contributing to new or potential Toastmasters? When a business, community, or organization is interested in starting a Toastmasters club, they are often challenged by the fact that they do not know what they're doing. Therefore, the District Governor, Sherri Raftery, assigns these clubs a sponsor – someone to help them with the paperwork and form the basic layout of their meetings. Benefits: if successful, you will earn credit for a DTM, you will make a huge contribution to a large group of new and enthusiastic Toastmasters, and you will benefit from great networking opportunities that arise from being responsible for the growth and development of 20 brand new Toastmasters. If you are interested, please contact me at lgm@district31.org.

Serving as a club mentor: After the club has chartered (i.e., 20 new members join the prospective club and the paperwork is filed at T.I), the District Governor assigns a mentor for the club. The mentor works closely with the club to foster the development of the members during the challenging starting months of a new club. New members need a role model, someone with experience, to guide and help them improve, and as a mentor you will have a chance to do that. Benefits: if successful, you will earn credit toward a DTM, you will make a huge contribution to a large group of new and enthusiastic Toastmasters, and you will benefit from the great networking opportunities that arise from being responsible for the growth and development of 20 brand new Toastmasters. If you are interested, please contact me at lgm@district31.org.

Serving as a club coach: if a club has 12 or fewer members, they are eligible to receive help from a club coach. The District Governor assigns the club coach. The task of the club coach is to help the members of the club form a plan that will rejuvenate their club and jumpstart membership growth. Benefits to coaching: leadership development, facilitation skills, critical thinking skills, networking, and DTM credit. If interested, please contact Richard Baker, D-31 Retention Chair at Richard.Baker@3com.com.

HPL project: to become a DTM, one of the requirements is to complete a High Performance Leadership Project. The High Performance Leadership project is a special manual assignment in which you create and lead a large group of volunteers to accomplish a task you create to benefit your community or workplace. Not only do you receive DTM credit, but the project will stretch your leadership skills and challenge you to grow. On the Marketing and Membership team, we have many ideas for HPL projects – please contact me for further information at lgm@district31.org.

Additional:

If you have further ideas for marketing and membership building in District 31, don't be shy – please e-mail me your ideas at lgm@district31.org.

Goals for August–September:

- Send out 75 business queries to companies in MA & RI to see if they'd like to start a Toastmasters club to benefit their company or organization.
- Contact 15 colleges to discuss the possible future of Toastmasters for their student and / or faculty body.
- Create 10 clubs leads with Area and Division Governors.
- Pick 2 towns to create Toastmasters clubs.
- Contact and follow up with 20 unemployment offices in MA & RI to discuss how Toastmasters might help local unemployed individuals in their search for a job.
- Plan at least 3 “demo growth” campaigns.
- Have a list of all clubs at risk of folding.
- Increase the membership e-database from 75 to 200 people.
- Have an outline of prospective club needs (sponsors and mentors).
- Have 10 additional sponsors on the marketing team.
- Have 10 additional club mentors on the marketing team.

Concluding thoughts:

We currently have 11 marketing plans in place. The challenge for the next month is to put the plans into action. Overall, in the first month of operation, we've been successful in building a strong team and generating ideas for marketing success in the 2009–2010 year.

Respectfully Submitted,

Ben Lappen
Lt. Governor of Marketing.
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