

## **Club Growth Director Report**

### **Danny Banks DTM**

This year has been a tough year as we transition from COVID lockdowns to more normal conditions. Unfortunately, some clubs have not been able to cope with that and we have lost 12 clubs over the year but have chartered 5 new clubs as of 11<sup>th</sup> May.

#### Membership

We have gained 1537 new members this year and we only need 287 new/reinstated/dual members to achieve Distinguished status for membership.

Over the year we have held several membership building campaigns:

Smedley award this year we had 6 clubs achieve this award gaining 5 new/dual/reinstated members.

During February and March we ran the Talk up Toastmasters award and we are awaiting confirmation from TI of the number of clubs achieving this award.

Alongside these two membership building programmes we a ran our District 80/20 incentive for clubs renewing 80% of their membership by the 20<sup>th</sup> September and 31<sup>st</sup> March. These were a great success with at least 20 clubs meeting the target on both occasions.

The District has also been working with an organisation called Enactus which works with University undergraduates worldwide. We have worked with students on their presentation skills and hope to develop this further next year.

Currently, we have 86 clubs with 20+ members or 44% of the club base which is fantastic at this stage in the year.

#### New clubs

This year we have chartered 5 new clubs:

Mannok based in Enniskillen -Div F

Tyne Toastmasters, Newcastle. Div N

Stamford Speakers, Lincolnshire, England. Div H

Office for Government procurement, Dublin. Div C

Molly Malone Advanced club, Dublin. Div C

We hope to charter three more clubs before the end of the TI year. We also have several pre-charter clubs that will charter next year.

#### Low membership clubs.

We have worked with a number of clubs with membership less than 12 members.

These clubs are entitled to free Meet Up and support in building a new website.

These clubs were invited to a 'clinic' to discuss the problems they were facing and how the District could support them.

### Coached clubs

Currently we have 16 clubs with a coach and two more in the pipeline. This year the requirements for coaches have changed and we have had fewer members volunteering.

### Closed clubs

Unfortunately over the last 12-18 months we have lost 12 clubs due to various reasons.

### Conclusion

I believe that we are in a stronger position now even though we have lost clubs. We have done extremely well on membership and we are building-up the number of clubs with more than 20 members.

We have a number of pre-charter clubs which will charter in the new TI year.

I would like to thank the following members who contributed to the work of the club growth team:

New Clubs Chair (Ireland)	Mari Manning.
(UK)	Asma Riaz
Coach Chair	Marian Brennan
Low membership clubs Chair (Ireland)	Eileen O'Neill
(UK)	Helen Kelly
Retention Chair	Liz Welch
Research Chair	Patricia Radley