



## Club Growth Director's Report District Executive Committee Meeting August 14, 2021

*Engaged Members Contributing to Everyone's Success*

**Lance K. McMahan, DTM**

Club Growth Director, 2021-2022

District 39 Toastmasters

[Lance.McMahan@District39.org](mailto:Lance.McMahan@District39.org)

### 2021-2022 Club Growth Goals

- ❖ Each division has one or more new clubs by 11:00 pm PDT, June 30, 2022.
- ❖ All 5 clubs with status of "Active" or "Low" as of July 1, 2021, are "Active" on June 30, 2022.
- ❖ 75% or more of all clubs with "Active" status as of July 1, 2021, are at distinguished membership level on May 5, 2022.

### 90-Day Goals & Activities

- ❖ Smedley Award IS ON!
- ❖ Complete Club Visits by October 30
- ❖ CHALLENGE: 8 renewals by August 24
- ❖ CHALLENGE: Base +1 on September 10
- ❖ All 5 clubs with status of "Low" as of July 1, 2021, convert to "Active" by October 1, 2021
- ❖ All eligible clubs which want a club coach have a coach by October 1, 2021.
- ❖ Finalize & submit District Success Plan to WHQ
- ❖ Finalize & submit District Budget to WHQ
- ❖ Complete Strategic Plan
- ❖ Attend Virtual Leader Training

### Celebrations (as of August 5<sup>th</sup>, 2021)

- ❖ First Club Visits: Area 74, Rose Cooke!
- ❖ 28 40 Clubs Added 60 Members since July 1
  - 18 25 added 1 member; 9 11 added 2
  - 1 3 clubs added 3 members
  - Clear Signals has added 4 members

### Opportunities

- ❖ New Club Training at 11:15 am, **TODAY!**
- ❖ Clubs to Visit: CAC Masters; Davis Daytime; Lodi TM; Carb-Orators; Powerschool.
- ❖ Be a Club Coach: Contact Angie Rodriguez
- ❖ Open a New Club: Contact Joey Waldrop

### District Status

- ❖ District Club Baseline ( $\geq 8$  members): 125
- ❖ 6 Active Mentors for 4 clubs
- ❖ 3 Prospective Clubs have paid new club fee
- ❖ Clubs with Zero Members: 9
- ❖ Clubs with "Low" Status Membership: 6
- ❖ Clubs with 1-12 Members: 54 50

### Club Growth Team Members

#### New Clubs Team

**Club Extension Chair:** Joey Waldrop, DTM, PDG  
Tina Machado, Bill Rogers, Emmeil Davis, Pat Knight,  
Lynda Mendez, Eliza Yam, Melanie Stark, Jon Greene,  
Cliff Brackett, Louise Houdelette, Jonathan Cullifer, Jill  
Fay, Donna Lewis, Theo Pope.

#### Existing Clubs Team

**Club Retention Chair:** Angie Rodriguez, DTM  
Donna Lewis, Louise Houdelette, Grace Franche,  
Marianne Ward, Aileen Hidalgo, Min Wu