



District 86 Council Meeting

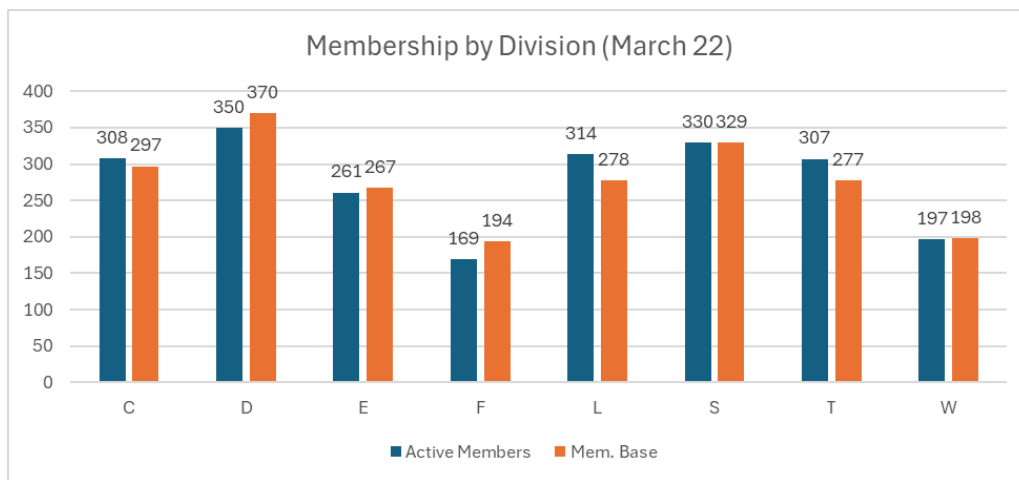
Club Growth Report April 2024

Bhushan Rele, DTM
Club Growth Director
2023 – 2024

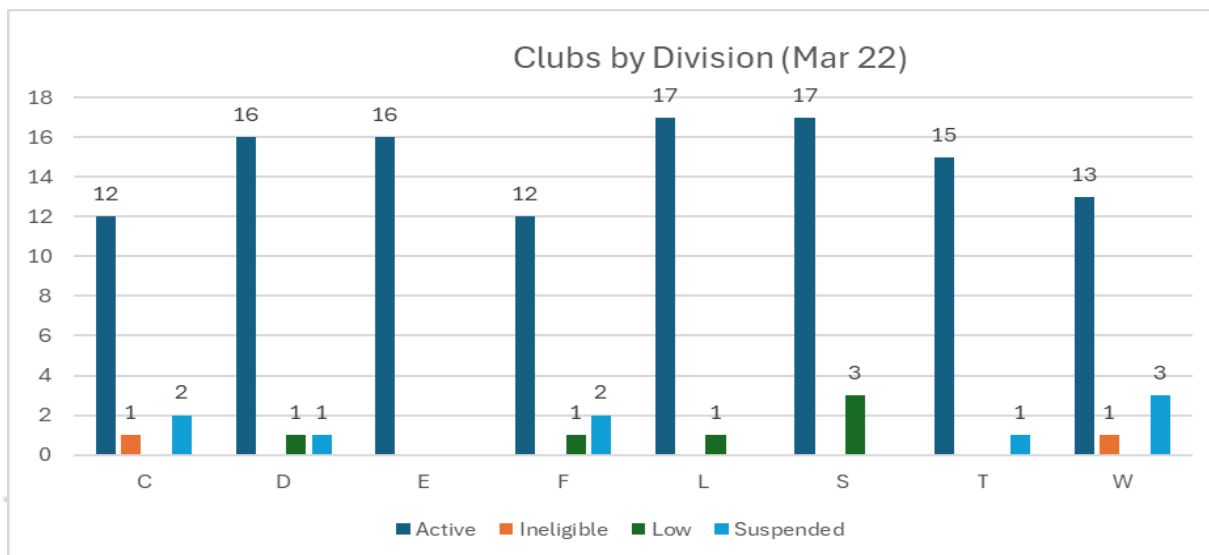
Membership Growth:

District 86 started with 2023-34 year with 124 Base Clubs and 4,393 Base Membership Payments
As of March 22, 2024, there are 118 Clubs and 3,530 Membership Payments.

Membership efforts are doing well across all Divisions. All going well towards a great Toastmasters year.
Thanks to the dedication and efforts of all district officers and club officers.



The number of clubs in good standing has increased due to the efforts of the district officers. There are opportunities that can be taken to rejuvenate clubs so that the number of closing/ineligible clubs at the March renewal can be reduced.



Club Performance:

77% of the clubs have begun their renewal process for the April to September period. Over 60% of current members have renewed and more are actively on the way.

Below clubs have 100% membership renewals as of March 22nd which is an amazing effort by their club and district officers.

	# of members
Trafalgar Toastmasters	41
Sheridan Park Toastmasters Club	34
Glen Abbey Toastmasters	31
Mississauga Valley Toastmasters Club	31
Miracle Chinese English Bilingual Toastmasters	25
First Oakville Toastmasters Club	22
One London Place Toastmasters	21
Candu Toastmasters	20
Port Credit Club	19
Thames Valley Club	15
BASF Canada Toastmasters	14
London City Hall	14
Brock Toastmasters	10
Burloak Toastmasters	10
Great Minds Advanced Toastmasters	9
Grimsby Toastmasters	9
Mansion Toastmasters Club	9
AECOMmunicators Mississauga	8

The below clubs added 5 or more members in February and March 2024 (Talk Up Toastmasters period)

East Canada Club
Leadership Speak
Mississauga Valley Toastmasters Club
Horizon Toastmasters of Oakville
Kitchener-Waterloo Toastmasters
Meadowvale Toastmasters Club
Milton Club
Trafalgar Toastmasters
Waterloo Silver Tongue Club

There are 13 clubs with 12 or fewer members that are at 0% renewal and will need support from the district officers.

Recognition and Appreciation:

CGD incentives are available for Clubs and Members to recognize their contributions to membership and new club building. These are elaborated in the [CGD Incentives document](#).

Membership Engagement:

Smedley Campaign & Talk- up Toastmasters Campaign were conducted with District 86 Facebook page posts related to club Retention and Growth were added with ideas and links for the members to explore. A similar campaign will be launched in April for Beat the Clock from May to June.

7 Club Coaches were assigned throughout the year for eligible clubs with low membership. 9 clubs now have coaches, and 50 more clubs need coaches.

Events and Opportunities:

Seven special events and workshops were conducted throughout the year by the CGD team for Club Officers and District Leaders. Key events that had guest speakers include:

1. Membership Matters: leadership in action, strategies for empowering and retaining members by Joel Dawson DTM on March 25, 2024.
2. Paradigm Shift: From Corporate to Community Clubs by Pat Johnson past International President on September 28, 2023.
3. Club membership workshop by Lance Miller on August 26, 2023.
4. In addition, our District Director also organized a workshop by Sheryl Roush on Marketing your Club and Speechcraft at the District Executive Council Meeting on February 24, 2024.

More are on the way.

Resources and Support:

Refer to detailed documents on membership resources, marketing ideas, fliers, promotions at the [Link](#)

New Club Development:

Two new clubs were chartered through the year.

Division	Area	Name	Location
E	2	Atlantic Packaging Toastmasters	Mississauga
S	72	Western Ontario Toastmasters	London

The below prospects are being pursued and more are on the way to submit the Charter application.

Name	Location
Kitchner ON Pros Club	Kitchener
Mississauga Canada Pros Club	Mississauga
Smithville Canada Pros Club	Smithville

There are three more leads of which one is active and will be completing the charter application soon.

Challenges and Solutions:

CGD team has approached clubs to address club membership challenges through support and workshops on Speechcraft, Moments of Truth and connecting clubs to members looking to be a club coach.

The below clubs are being pursued to explore whether they can be brought back to active and good standing:

Club Name	Members	Club Status
Amazon Canada Toastmasters Club	0	Ineligible
West Canada Club	3	Low
Mississauga Sales & Marketing Toastmasters	4	
Steeltown Toastmasters Club	7	
London Talbot Club	7	
London Speakeasy Toastmasters Club	7	
Citi Orators	0	Suspended
Clarkson Toastmasters	0	
IIBA Toronto West Toastmasters	0	
Desjardins Mississauga Toastmasters	0	
DiverseCity Toastmasters	0	
University of Waterloo Toastmasters	0	
Mount Forest Motivators Toastmasters Club	0	
Walmart Canada Toastmasters Club	4	
Town and Gown Toastmasters	5	

CGD team is also looking at restarting closed clubs to take advantage of the new incentive from Toastmasters International.

Important communication from Toastmasters International on February 9, 2024 – New Incentive

To make it easier for recently closed clubs to return to good standing! For this incentive the eligible clubs are those that closed between March and October 2023 and it runs from now until June 30, 2024. It will make it easier for a former club to return to a good standing and will allow them to do so without having to charter a new club.

This incentive will make it easier and less expensive to return than the traditional re-chartering process. Instead of having to fully re-charter as a new club with 20 members, the restarting club can now return to good standing by having 12 members ready to pay for the current renewal period, at least three of whom were members of the club prior to the club's closure. And provide payment for the next renewal period for each.

When a closed club returns with this incentive, it will be considered new. This means our District's club and membership payment base will not be affected, and these clubs will be positively counted toward the District Recognition Program for the 2023-2024 program year.

It is to encourage and support former club leaders in bringing back their respective Toastmasters clubs, especially as in-person/hybrid work and meetings are steadily becoming the norm again. The goal is to not only bring clubs back, but to help them thrive with robust support in place.

Like a new club, returning clubs under this incentive will be eligible to have up to two (2) mentors assigned to them for mentorship credit, similar to when a new club is chartered and can reach out to the Club Growth Director for assignment. Mentors will still be required to support the club for a minimum of six months from when they are assigned.

This incentive applies to clubs that closed during or after March 2020. The new process makes it less expensive for them to reinstate and allows them to do so with fewer members than is traditionally required.

The closed clubs that are eligible for this incentive are:

		Closed Mar 2023	Closed Sep 2023
Area		# members	#members
	College Club		
S71	Western Campus Communicators Club	5	
F14	Sheridan HMC	7	
	Community Club		7
T93	Community Club - Toastmasters	7	
L51	McMaster Club	3	
E01	Tangri Toastmasters		7
L51	WL Toastmasters	6	
	Company Club		
C41	Finastra Toastmasters Club	6	
D83	SUEZ Water Awesome Toastmasters		4
T94	Tri-Mach Toastmasters		7
	Government Agency Club		
F14	COMET Toastmasters Club	7	

Future Plans:

CGD team is looking to continue growing the membership and the number of clubs with the service and support of District Officers to end the year strong.

For any questions email: clubgrowthdirector@toastmasters86.org

District 86 – let’s keep the momentum going !