

| | | |
|-----------|-----------|--|
| Section 1 | Section 2 | |
|-----------|-----------|--|

District Mission

The mission of this District is to enhance the quality and performance and extend the network of the member clubs of Toastmasters International within the boundaries of this District, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- Focusing on the critical success factors as specified by the District educational and membership goals.
- Ensuring that each club effectively fulfills its responsibilities to its members.
- Providing effective training and leadership-development opportunities for club and District officers.

District Strategies

Team Composition

Name the members of the District's core team.*

District Director Bhushan Rele
 Program Quality Director Jeff Burroughs
 Club Growth Director Bill Kirby
 Public Relations Manager Chris Moses
 Finance Manager Cynthia Ayres
 Administration Manager Myrna Barthe

Name the members of the District's extended team.*

Immediate Past Director, DLC chair Anne Dockeray
 Logistics Manager Parveen Johal
 Parliamentarian Iona Rodricks
 Alignment Chair Cathy Hershell
 Credentials Chair Nicole Holas
 Audit Chair Sylvette Mahoney

Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future.

What are the District's core values?*

Consistency, Ingenuity, Accountability, Resourcefulness, Support, Appreciation, Fun, Inclusivity. Along with the Core Values of Toastmasters International - Respect, Integrity, Service and Excellence

Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)*

Using clear and defined goals with, Accountability, Transparency Commitment, Innovation, Trust, Support and Alignment with District purpose. Team Collaboration, be aware of each other's need. Encourage innovation, having clear and defined SMART goals. Holding each other accountable and offering aid where and when necessary. Strive for cooperation, and consensus.

Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)*

Conflicting personal commitments, geographical distance, communication challenges, unresolved conflict, resource constraint, time management and technological issues. Adapting to change, decreased member motivation, meeting quality for struggling clubs. Perceived costs and travel time for in person events.

Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)*

Weekly trio meeting to ensure we are on the same page, ensuring tasks are being completed on time.

Weekly District Leadership Team meetings.

Using text, email or telephone for immediate issues to be resolved.

Meetings will be adjusted throughout the year, met as needed or required both by the Trio (meeting) and the District Leadership Team

Team Interactions and Behavioral Norms

How will decisions be made?*

Decisions will be made with the best interest of our District Toastmasters, keeping the district mission at the forefront. District Leadership will discuss and collaborate to determine the best practice in accordance with Toastmasters International governing documents

| Goal 1: Membership Payments Growth | Goal 2: Club Growth | Goal 3: Distinguished Clubs | |
|------------------------------------|---------------------|-----------------------------|--|
|------------------------------------|---------------------|-----------------------------|--|

| | |
|---|-------|
| Membership payments base | 4,197 |
| Distinguished (Membership payments base x 1.01) | 4,239 |
| Select Distinguished (Membership payments base x 1.03) | 4,323 |
| President's Distinguished (Membership payments base x 1.05) | 4,407 |
| Smedley Distinguished (Membership payments base x 1.08) | 4,533 |

Situation Analysis

What is the current situation in the District? How many members did the District add last year? Does the District have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)*

District 86 currently has about 100 paid clubs, down from the previous year, with membership payments below Distinguished levels. Last year, the District added a small number of new members but not enough to offset losses from club suspensions and non-renewals. 40–47% of clubs reached Distinguished status, with performance varying widely across Areas and Divisions. Special challenges include late membership payments arriving close to deadlines, forcing last-minute efforts to meet goals. High turnover in small and corporate clubs, aging membership, competing priorities, and lingering pandemic effects continue to affect retention and engagement. Corporate closures and low-attendance clubs also pose risks to sustainability.

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.)*

Strengthen Club Support Systems Goal: Ensure all clubs receive timely support and resources to achieve Distinguished status or better.

Action 1*

Strengthen Club Support Systems Goal: Ensure all clubs receive timely support and resources to achieve Distinguishe

Action 2*

Launch a Member Engagement Campaign Goal: Increase member satisfaction and retention through personalized re

Action 3

Drive Timely Membership Payments Goal: Improve on-time dues renewal and minimize club suspensions.

Action 4

Expand Youth and Community Outreach Goal: Grow awareness of Toastmasters among youth and underserved popu

Action 5

Accelerate Club Growth and Rebuilding Goal: Increase number of active clubs and restore low-member clubs to heal

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and gift certificates to the Toastmasters store.) *

People:

District Leadership team (trio)

Area and Division Directors

District Committees: CGD (Extension, retention, coaching, gavel clubs, speechcraft, ylp)

PQD (Contests, training, Pathways)

PRM (website, social media, newsletter) Voulnteers & subject experts (past DDs and DTMs, members interested in special projects and leadership)

Equipment and technology:

zoom pro accounts, district website and email campaign tools, office suite software, google drive, district owned banners, signage and promotional materials.

Meeting places:

Division and area events, hybrid and online training, in-person district events

Financial resources: reference district budge (2025-26)

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

Tactic 1: Strengthen Club Support Systems

Tactic Leader Team Members Responsibilities

Moments of Truth rollout Area Directors ADs + MoT Trainers Deliver workshops during club visits

Coach assignment within 30 days Club Coach Chair Retention Committee Track coach eligibility, pair matches, mentor coaches

Quarterly Officer Roundtables PQD PQ Team, Division Directors Schedule, promote, host and moderate

Tactic 2: Launch Member Engagement Campaign

Tactic Leader Team Members Responsibilities

Member Milestone Challenge Club Retention Chair ADs + Division PR Reps Track achievements, submit forms, promote

Spotlight Stories PRM Newsletter Editor, Social Media Lead Interview, draft, and post monthly spotlights

Triple Crown Tracker PQD Admin Manager Publish updates monthly, recognize achievers

Tactic 3: Drive Timely Membership Payments

Tactic Leader Team Members Responsibilities

Renewal Blitz Contest Club Retention Chair Area Directors Promote, monitor submission dates, select winners

Dues Champions DD + Ads Appointed reps per Area Conduct reminder calls/emails, update dashboard

Officer Toolkit CGD Public Relations, Admin Team Distribute templates, update content, track use

Tactic 4: Expand Youth and Community Outreach

Tactic Leader Team Members Responsibilities

YLP Task Force YLP Chair Members with youth experience Identify host sites, recruit coordinators

Deliver YLPs Coordinators per site Youth volunteers Deliver program, evaluate success

Gavel Clubs Gavel Chair Community liaisons Build relationships, charter clubs, support youth

Tactic 5: Accelerate Club Growth and Rebuilding

Tactic Leader Team Members Responsibilities

Club Launch Accelerator Club Extension Chair New Club Sponsors Identify prospects, provide templates and tools

Club Rescue Squad Club Retention Chair Squad of experienced Toastmasters Support low-member clubs with meetings, training

Office Hours CGD Club Growth Team Host sessions, collect feedback, offer solutions

Action 1*

Responsibilities Moments of Truth rollout Area Directors ADs + MoT Trainers Deliver workshops during club visits Co

Action 2*

Tactic 2: Launch Member Engagement Campaign Tactic Leader Team Members Responsibilities Member Miles

Action 3

Tactic 3: Drive Timely Membership Payments Tactic Leader Team Members Responsibilities Renewal Blitz Con

Action 4

Tactic 4: Expand Youth and Community Outreach Tactic Leader Team Members Responsibilities YLP Task Force

Action 5

Tactic 5: Accelerate Club Growth and Rebuilding Tactic Leader Team Members Responsibilities Club Launch A

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

Tactic 1: Strengthen Club Support Systems

Objective: Enhance club resilience and performance through structured, proactive support.

Action Steps:

1. Conduct "Moments of Truth" sessions during first-round Area Director visits.

Start: August 1, 2025

End: October 31, 2025

Progress Tracking: Submission of MoT reports via Google Forms; AD visit reports

2. Assign club coaches within 30 days of eligibility.

Start: July 1, 2025 (ongoing)

End: June 30, 2026

Progress Tracking: Monthly coach assignment logs, updated by Club Coach Chair

3. Host quarterly Club Officer Roundtables.

Start: September 15, 2025

End: May 2026 (Quarterly)

Progress Tracking: Attendance logs and post-event feedback surveys

Tactic 2: Launch a Member Engagement Campaign

Objective: Increase member satisfaction, retention, and recognition.

Action Steps:

1. Implement a District-wide Member Milestone Challenge.

Start: September 15, 2025

End: June 15, 2026

Progress Tracking: Submission of milestone entries, dashboard maintained monthly

2. Promote the "Triple Crown Tracker."

Start: July 1, 2025

End: June 30, 2026

Progress Tracking: Pathways completion reports, tracked monthly by PQD

3. Share monthly Member and Club Spotlights.

Start: August 2025

End: June 2026 (monthly)

Progress Tracking: Content calendar and social media engagement reports

Tactic 3: Drive Timely Membership Payments

Objective: Improve early dues renewals and maintain club good standing.

Action Steps:

1. Launch "30-Day Renewal Blitz" contests.

Start: August 15, 2025 (for October renewals), February 15, 2026 (for April renewals)

End: October 15, 2025 / April 15, 2026

Progress Tracking: TI Club Central data, Blitz participation forms

2. Appoint Area-level "Dues Champions."

Start: August 1, 2025

End: June 30, 2026

Progress Tracking: Monthly renewal update calls, Dues Champion activity logs

3. Provide renewal toolkit.

Start: August 10, 2025

End: February 2026 (updated as needed)

Progress Tracking: Toolkit download analytics and feedback from club officers

Tactic 4: Expand Youth and Community Outreach

Objective: Develop leadership and communication skills in youth and underserved groups.

Action Steps:

1. Form a Youth Leadership Program (YLP) Task Force.

Start: August 15, 2025

End: October 2025

Progress Tracking: Task force activity reports submitted to CGD

2. Launch and support three new YLP programs.

Start: September 2025

End: May 2026

Progress Tracking: Completion certificates, program leader reports

3. Initiate two new Gavel Clubs.

Start: September 2025

End: June 2026

Progress Tracking: TI charter documents, club status dashboard

Tactic 5: Accelerate Club Growth and Rebuilding

Objective: Charter new clubs and restore low-member clubs to good standing.

Action Steps:

1. Implement a "Club Launch Accelerator."

Start: October 1, 2025

End: May 2026

Progress Tracking: Prospective club pipeline spreadsheet, tracking sponsor progress

2. Establish a "Club Rescue Squad."

Start: September 1, 2025

End: June 2026

Progress Tracking: Monthly status check-ins and club rescue plans

3. Host monthly Club Growth Office Hours.

Start: September 2025

End: June 2026 (monthly)

Progress Tracking: Attendance logs, feedback survey summaries

Action 1^{*}

Tactic 1: Strengthen Club Support Systems Objective: Enhance club resilience and performance through structured, r

Action 2*

Tactic 2: Launch a Member Engagement Campaign Objective: Increase member satisfaction, retention, and recognition

Action 3

Tactic 3: Drive Timely Membership Payments Objective: Improve early dues renewals and maintain club good standing

Action 4

Tactic 4: Expand Youth and Community Outreach Objective: Develop leadership and communication skills in youth and community

Action 5

Tactic 5: Accelerate Club Growth and Rebuilding Objective: Charter new clubs and restore low-member clubs to good standing

Answer the same types of questions to reach each additional District goal. Additional goals might have to do with alignment challenges, new leadership opportunities, or better service to members. Where else is there room for improvement in the District?*

- Develop and share strategies to help clubs with on-boarding of new members and on-boarding into Pathways.
- Develop more Leaders for the District – through self-identification and demonstration of value from the opportunities
- Promote the District Website and the calendar throughout the clubs more
- Align PQD Incentives to reward interim progress, also add incentives to initiate progress on slow clubs.
- Create a multi-year strategic plan for the District
- Fall event and contest

Situational Analysis

What is the current situation in the District? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that Areas and Divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)*

Some clubs on-board new members and some don't, some have a great on-boarding strategy while others do not. Getting members engaged and running right from the start is important to member retention. If a new member feels lost in the first couple of weeks the likelihood of them dropping out is much higher.

Many people don't want to step up and take on Leadership roles from the club executive level through District Leadership. This has the same people taking on Leadership roles over and over again which could lead to burnout of the whole experience.

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as *assigning an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.*)*

Develop a Committee to study what elements make the good clubs good and the struggling clubs flounder. This committee should gather these results and create a series of workshops on Member Retention.

Continue to develop best practices and SOP's for all levels so that there less pressure on those that step up to take on leadership roles

Develop more resources for Club Executives and Club Members to utilize on the D86 Website and then get the AD's and DD's to promote it.

Action 1*

Training in Pathways and onboarding to all members

Action 2*

Recognition and incentives for educational progress

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include past District directors, Area and Division director, the District website, and a nomination committee.)*

Incentives and Recognition certificates

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

Program Quality Director, Pathways chair, Mentorship chair and Program Quality chairs

Action 1*

PQD team - Pathways, Mentorship and Program Quality chairs

Action 2*

Incentives and DCP Chair

Action 3

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

Weekly, Monthly and ongoing

Action 1*

July 15, 2025 - June 30, 2026

Action 2*

July 15, 2025 - June 30, 2026

Action 3

Action 4

Action 5

District Success Plan

Team Composition

Name the members of the District's core team.*

District Director Bhushan Rele
Program Quality Director Jeff Burroughs
Club Growth Director Bill Kirby
Public Relations Manager Chris Moses
Finance Manager Cynthia Ayres
Administration Manager Myrna Barthe

Name the members of the District's extended team.*

Immediate Past Director, DLC chair Anne Dockeray
Logistics Manager Parveen Johal
Parliamentarian Iona Rodricks
Alignment Chair Cathy Hershell
Credentials Chair Nicole Holas
Audit Chair Sylvette Mahoney

Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization and should be incorporated as anchor points in every decision made within the organization. Toastmasters' core values provide a means of guiding and evaluating the organization's operations, planning, and vision for the future.

What are the District's core values?*

Consistency, Ingenuity, Accountability, Resourcefulness, Support, Appreciation, Fun, Inclusivity. Along with the Core Values of Toastmasters International - Respect, Integrity, Service and Excellence

//

Team Operating Principles

What principles does the team hold? (These principles might include trust, safe learning, collaboration, etc.)*

Using clear and defined goals with, Accountability, Transparency Commitment, Innovation, Trust, Support and Alignment with District purpose. Team Collaboration, be aware of each other's need. Encourage innovation, having clear and defined SMART goals. Holding each other accountable and offering aid where and when necessary. Strive for cooperation, and consensus.

//

Potential Obstacles

What obstacles will the team have to consider when strategizing? (These might include conflicting personal commitments, distance, unresolved conflict, etc.)*

Conflicting personal commitments, geographical distance, communication challenges, unresolved conflict, resource constraint, time management and technological issues. Adapting to change, decreased member motivation, meeting quality for struggling clubs. Perceived costs and travel time for in person events.

//

Meeting Protocol

In general, how will the team process tasks? (For example, consider how often to meet or call, what the team's meeting practices will be, etc.)*

Weekly trio meeting to ensure we are on the same page, ensuring tasks are being completed on time.

Weekly District Leadership Team meetings.

Using text, email or telephone for immediate issues to be resolved.

Meetings will be adjusted throughout the year, met as needed or required both by the Trio (meeting) and the District Leadership Team

//

Team Interactions and Behavioral Norms

How will decisions be made?*

Decisions will be made with the best interest of our District Toastmasters, keeping the district mission at the forefront. District Leadership will discuss and collaborate to determine the best practice in accordance with Toastmasters International governing documents

//

What will be the team's method of communication? Determine the team's first preference, second preference, and so on.

Depending on the level of urgency the trio has agreed on Texting, emails and then telephone calls.

1. Meet weekly at first to get the bulk of tasks under control.
2. Move to biweekly meetings.
3. Communication whenever is necessary, by text, emails then calling.

//

What will the communication parameters be? Parameters might include whether the team communicates by phone or email, whether the team sets up a weekly conference call, or how often team members can expect to communicate.

Meetings, Communication through Zoom, Email and Text if necessary
District Executive Meeting – online once in two months
District Leadership Team Meeting – start weekly later move to biweekly
Monthly Peer meetings with Regional Advisor
Group Region Meetings
One on One from each Trio member with Regional Advisors

//

How will the team resolve differences of opinion?

Discuss and respectfully allow all team members to share their thoughts and opinions open and honestly to each other. Any disagreements and conflicts stay within the teams as much as possible. TI protocol will be followed while searching for a resolution. If necessary check with previous District Directors to see if they encountered similar situations.

//

How will the team support one another?

Delegate tasks based on strengths and expertise.
Collaboration on tasks, projects and initiatives, provide constructive feedback to help each other improve and grow within our roles.
Coordinate efforts to prevent duplication
Check in with each other - status (anxiety level).
Recognize each other strengths and leverage them.

//

How will the team ensure equitable participation when completing activities?

Clearly define the roles, expectations of outcomes, attach timeline to deliverables, and follow through on tasks.
Leverage each others strengths.
Offer to help where necessary

//

How will team members be held accountable for their responsibilities?

Schedule regular progress updates on goals and tasks

Foster a culture of peer accountability where team members recognize the value of their contributions and the importance of their commitment

Regularly review tasks, responsibilities, and deadlines at DEC meetings.

Agendas prepared and posted in advance

How will the core team and extended teams be recognized for their efforts?

Public Acknowledgment,

Send personalized thank you notes recognizing specific achievements and contributions,

Offer opportunities for professional development, such as workshops, seminars, and training sessions from outside speakers, host special events, dinners, or celebrations

Membership Payments Growth

Situation Analysis

What is the current situation in the District? How many members did the District add last year? Does the District have special challenges? (One situation might be that membership payments usually arrive close to deadline making it necessary to hurry to meet goals.)*

District 86 currently has about 100 paid clubs, down from the previous year, with membership payments below Distinguished levels. Last year, the District added a small number of new members but not enough to offset losses from club suspensions and non-renewals. 40–47% of clubs reached Distinguished status, with performance varying widely across Areas and Divisions. Special challenges include late membership payments arriving close to deadlines, forcing last-minute efforts to meet goals. High turnover in small and corporate clubs, aging membership, competing priorities, and lingering pandemic effects continue to affect retention and engagement. Corporate closures and low-attendance clubs also pose risks to sustainability.

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as creating a contest promoting early submission of dues.) *

Strengthen Club Support Systems Goal: Ensure all clubs receive timely support and resources to achieve Distinguished status or better.

Action 1

Strengthen Club Support Systems Goal: Ensure all clubs receive timely support and resources to achieve Distinguished

Action 2

Launch a Member Engagement Campaign Goal: Increase member satisfaction and retention through personalized rec

Action 3

Drive Timely Membership Payments Goal: Improve on-time dues renewal and minimize club suspensions.

Action 4

Expand Youth and Community Outreach Goal: Grow awareness of Toastmasters among youth and underserved popu

Action 5

Accelerate Club Growth and Rebuilding Goal: Increase number of active clubs and restore low-member clubs to health

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and gift certificates to the Toastmasters store.) *

People:

District Leadership team (trio)

Area and Division Directors

District Committees: CGD (Extension, retention, coaching, gavel clubs, speechcraft, ylp)

PQD (Contests, training, Pathways)

PRM (website, social media, newsletter) Volunteers & subject experts (past DDs and DTMs, members interested in special projects and leadership)

Equipment and technology:

zoom pro accounts, district website and email campaign tools, office suite software, google drive, district owned banners, signage and promotional materials.

Meeting places:

Division and area events, hybrid and online training, in-person district events

Financial resources: reference district budget (2025-26)

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

Tactic 1: Strengthen Club Support Systems

Tactic Leader Team Members Responsibilities

Moments of Truth rollout Area Directors ADs + MoT Trainers Deliver workshops during club visits

Coach assignment within 30 days Club Coach Chair Retention Committee Track coach eligibility, pair matches, mentor coaches

Quarterly Officer Roundtables PQD PQ Team, Division Directors Schedule, promote, host and moderate

Tactic 2: Launch Member Engagement Campaign

Tactic Leader Team Members Responsibilities

Member Milestone Challenge Club Retention Chair ADs + Division PR Reps Track achievements, submit forms, promote

Spotlight Stories PRM Newsletter Editor, Social Media Lead Interview, draft, and post monthly spotlights

Triple Crown Tracker PQD Admin Manager Publish updates monthly, recognize achievers

Tactic 3: Drive Timely Membership Payments

Tactic Leader Team Members Responsibilities

Renewal Blitz Contest Club Retention Chair Area Directors Promote, monitor submission dates, select winners

Dues Champions DD + Ads Appointed reps per Area Conduct reminder calls/emails, update dashboard

Officer Toolkit CGD Public Relations, Admin Team Distribute templates, update content, track use

Tactic 4: Expand Youth and Community Outreach

Tactic Leader Team Members Responsibilities

YLP Task Force YLP Chair Members with youth experience Identify host sites, recruit coordinators

Deliver YLPs Coordinators per site Youth volunteers Deliver program, evaluate success

Gavel Clubs Gavel Chair Community liaisons Build relationships, charter clubs, support youth

Tactic 5: Accelerate Club Growth and Rebuilding

Tactic Leader Team Members Responsibilities

Club Launch Accelerator Club Extension Chair New Club Sponsors Identify prospects, provide templates and tools

Club Rescue Squad Club Retention Chair Squad of experienced Toastmasters Support low-member clubs with meetings, training

Office Hours CGD Club Growth Team Host sessions, collect feedback, offer solutions

Action 1*

Ilout Area Directors ADs + MoT Trainers Deliver workshops during club visits Coach assignment within 30 days (

Action 2*

Tactic 2: Launch Member Engagement Campaign Tactic Leader Team Members Responsibilities Member Miles

Action 3

Tactic 3: Drive Timely Membership Payments Tactic Leader Team Members Responsibilities Renewal Blitz Con

Action 4

Tactic 4: Expand Youth and Community Outreach Tactic Leader Team Members Responsibilities YLP Task Force

Action 5

Tactic 5: Accelerate Club Growth and Rebuilding Tactic Leader Team Members Responsibilities Club Launch A

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

Tactic 1: Strengthen Club Support Systems

Objective: Enhance club resilience and performance through structured, proactive support.

Action Steps:

1. Conduct "Moments of Truth" sessions during first-round Area Director visits.

Start: August 1, 2025

End: October 31, 2025

Progress Tracking: Submission of MoT reports via Google Forms; AD visit reports

2. Assign club coaches within 30 days of eligibility.

Start: July 1, 2025 (ongoing)

End: June 30, 2026

Progress Tracking: Monthly coach assignment logs, updated by Club Coach Chair

3. Host quarterly Club Officer Roundtables.

Start: September 15, 2025

End: May 2026 (Quarterly)

Progress Tracking: Attendance logs and post-event feedback surveys

Tactic 2: Launch a Member Engagement Campaign

Objective: Increase member satisfaction, retention, and recognition.

Action Steps:

1. Implement a District-wide Member Milestone Challenge.

Start: September 15, 2025

End: June 15, 2026

Progress Tracking: Submission of milestone entries, dashboard maintained monthly

2. Promote the "Triple Crown Tracker."

Start: July 1, 2025

End: June 30, 2026

Progress Tracking: Pathways completion reports, tracked monthly by PQD

3. Share monthly Member and Club Spotlights.

Start: August 2025

End: June 2026 (monthly)

Progress Tracking: Content calendar and social media engagement reports

Tactic 3: Drive Timely Membership Payments

Objective: Improve early dues renewals and maintain club good standing.

Action Steps:

1. Launch "30-Day Renewal Blitz" contests.

Start: August 15, 2025 (for October renewals), February 15, 2026 (for April renewals)

End: October 15, 2025 / April 15, 2026

Progress Tracking: TI Club Central data, Blitz participation forms

2. Appoint Area-level "Dues Champions."

Start: August 1, 2025

End: June 30, 2026

Progress Tracking: Monthly renewal update calls, Dues Champion activity logs

3. Provide renewal toolkit.

Start: August 10, 2025

End: February 2026 (updated as needed)

Progress Tracking: Toolkit download analytics and feedback from club officers

Tactic 4: Expand Youth and Community Outreach

Objective: Develop leadership and communication skills in youth and underserved groups.

Action Steps:

1. Form a Youth Leadership Program (YLP) Task Force.

Start: August 15, 2025

End: October 2025

Progress Tracking: Task force activity reports submitted to CGD

2. Launch and support three new YLP programs.

Start: September 2025

End: May 2026

Progress Tracking: Completion certificates, program leader reports

3. Initiate two new Gavel Clubs.

Start: September 2025

End: June 2026

Progress Tracking: TI charter documents, club status dashboard

Tactic 5: Accelerate Club Growth and Rebuilding

Objective: Charter new clubs and restore low-member clubs to good standing.

Action Steps:

1. Implement a "Club Launch Accelerator."

Start: October 1, 2025

End: May 2026

Progress Tracking: Prospective club pipeline spreadsheet, tracking sponsor progress

2. Establish a "Club Rescue Squad."

Start: September 1, 2025

End: June 2026

Progress Tracking: Monthly status check-ins and club rescue plans

3. Host monthly Club Growth Office Hours.

Start: September 2025

End: June 2026 (monthly)

Progress Tracking: Attendance logs, feedback survey summaries

//

Action 1*

Strengthen Club Support Systems Objective: Enhance club resilience and performance through structured, proactive

Action 2*

Tactic 2: Launch a Member Engagement Campaign Objective: Increase member satisfaction, retention, and recognition

Action 3

Tactic 3: Drive Timely Membership Payments Objective: Improve early dues renewals and maintain club good standing

Action 4

Tactic 4: Expand Youth and Community Outreach Objective: Develop leadership and communication skills in youth and adults

Action 5

Tactic 5: Accelerate Club Growth and Rebuilding Objective: Charter new clubs and restore low-member clubs to good standing

Club Growth

Situational Analysis

What is the current situation in the District? How many clubs did the District add last year? Does the District have special challenges? (One situation might be that members in the District don't know how to generate interest in new clubs.)*

District 86 closed the 2024–2025 year with a net loss of 15 clubs. While existing clubs demonstrated relative stability in membership and educational achievement, efforts to create new clubs encountered key challenges:

A significant number of club leads did not convert to chartered clubs due to limited follow-up and sponsor support.

Many members and leaders are unaware of the process for building a new club or generating local interest.

A decline in corporate club engagement, particularly from hybrid or remote-only teams.

Despite this, interest in youth and specialty clubs (e.g., corporate DEI, sector-specific) is growing. District 86 has a strong base of experienced members who can be mobilized to support demonstration meetings, sponsor/mentor roles, and outreach initiatives.

/

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as appointing a club extension chair to pursue leads and scheduling demonstration meetings.)*

To address these challenges and build momentum toward the club growth goal, the District will adopt the following strategies:
Establish strong leadership through the appointment of a Club Extension Chair and formation of a Club Growth Team.

Conduct targeted demonstration meetings across all divisions.

Incentivize viable club leads and successful charters.

Build awareness through a digital and in-person outreach campaign.

Utilize proven tools and best practices from successful Districts.

What has worked in the past:

Incentive recognition for sponsors/mentors.

Strategic demo meetings hosted by vibrant clubs.

What has not worked:

Relying on passive or cold leads without structured follow-up.

Launching clubs with unclear leadership and weak sponsor support.

New Programs/Incentives:

"Finders Keepers" – \$50 Toastmasters store gift card for members who provide viable club leads.

Club Launch Toolkit – prebuilt scripts, agendas, and promotional tools.

Promotion of Existing Programs:

Monthly spotlight features on club growth champions.

Social media and newsletter promotion of sponsor/mentor success stories.

Best Practices from Other Districts:

District 60's centralized CRM lead tracking spreadsheet.

District 15's quarterly demonstration team training sessions.

Stretch Goal Tactic:

Challenge each Division to generate 1 new club lead per quarter (16+ leads District-wide).

//

Action 1

Tactic 1: Appoint and Empower a Club Extension Chair Build out a support team of Division Club Extension Liaisons

Action 2

Tactic 2: Schedule and Execute Demonstration Meetings in Each Division Partner with high-performing clubs to co-hc

Action 3

Tactic 3: Launch "Finders Keepers" Incentive Program Recognize and reward viable club lead submissions.

Action 4

Tactic 4: Distribute and Train on Club Launch Toolkit Equip members with easy-to-use resources for promoting and launching new clubs.

Action 5

Tactic 5: Maintain Club Growth CRM for Lead Tracking and Accountability Monitor lead status and performance metrics.

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include a club extension committee, a demonstration team, and infokits@toastmasters.org.)*

People:

District Trio

Club Extension Chair

Area & Division Directors

Club Growth Team (including sponsor/mentor pool)

Equipment:

District Zoom accounts

Club launch presentation kits

Marketing materials (digital flyers, Toastmasters-branded assets)

Meeting Places:

Corporate boardrooms

Libraries and community centers

Virtual Zoom rooms

Budget:

\$2,000 allocated

Incentives: \$750

Marketing Materials & Kits: \$600

Travel or room rental (as needed): \$400

Miscellaneous expenses: \$250

Committees:

Club Extension Committee

Demonstration Team

PR Subcommittee

Leadership Opportunities:

Project leads and captains for each tactic

High Performance Leadership (HPL) project credit offered for leaders

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

Tactic 1: Appoint and Empower Club Extension Chair

Lead: Club Growth Director

Team: District Director, PQD, Club Extension Chair

Responsibilities: Recruitment, onboarding, team formation, quarterly reporting

Tactic 2: Demo Meetings Across Divisions

Lead: Club Extension Chair

Team: Demonstration Team Captains (one per Division)

Responsibilities: Schedule demos, provide presenters, evaluate outcomes

Tactic 3: "Finders Keepers" Incentive

Lead: Retention Chair

Team: Club Growth Team

Responsibilities: Track submissions, verify leads, distribute incentives

Tactic 4: Club Launch Toolkit

Lead: PR Manager

Team: Extension Chair, Program Quality Director

Responsibilities: Create and distribute templates; host info session

Tactic 5: Club Growth CRM Tracker

Lead: Administrative Manager

Team: Club Growth Director, Club Extension Chair

Responsibilities: Maintain updated tracker, generate monthly status reports

Action 1*

Tactic 1: Appoint and Empower Club Extension Chair Lead: Club Growth Director Team: District Director, PQD, Club

Action 2*

Tactic 2: Demo Meetings Across Divisions Lead: Club Extension Chair Team: Demonstration Team Captains (one per I

Action 3

Tactic 3: "Finders Keepers" Incentive Lead: Retention Chair Team: Club Growth Team Responsibilities: Track submissi

Action 4

Tactic 4: Club Launch Toolkit Lead: PR Manager Team: Extension Chair, Program Quality Director Responsibilities: Cr

Action 5

Tactic 5: Club Growth CRM Tracker Lead: Administrative Manager Team: Club Growth Director, Club Extension Chair

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

| Tactic | Start Date | Completion Date | Progress Tracking Method |
|--------------------------------|-----------------|------------------|---|
| Tactic 1: Club Extension Chair | July 1, 2025 | July 31, 2025 | Appointment confirmation and team activation report |
| Tactic 2: Demo Meetings | August 15, 2025 | March 31, 2026 | Demo logs and post-event surveys |
| Tactic 3: Incentive Program | August 1, 2025 | June 30, 2026 | Verified lead log and quarterly incentive report |
| Tactic 4: Launch Toolkit | August 15, 2025 | October 15, 2025 | Toolkit download analytics and training attendance |
| Tactic 5: CRM Tracker | July 15, 2025 | Ongoing | Monthly CRM dashboard reports |

Action 1*

Tactic 1: Club Extension Chair July 1, 2025 July 31, 2025 Appointment confirmation and team activation report

Action 2*

Tactic 2: Demo Meetings August 15, 2025 March 31, 2026 Demo logs and post-event surveys

Action 3

Tactic 3: Incentive Program August 1, 2025 June 30, 2026 Verified lead log and quarterly incentive report

Action 4

Tactic 4: Launch Toolkit August 15, 2025 October 15, 2025 Toolkit download analytics and training attendance

Action 5

Tactic 5: CRM Tracker July 15, 2025 Ongoing Monthly CRM dashboard reports

Distinguished Clubs

Situation Analysis

What is the current situation in the District? What percent of District clubs are typically Distinguished? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that members in the District don't know how to achieve success.)*

District 86 currently has 114 clubs (100 paid), with 44 having achieved Distinguished status or higher. Historically, 30–50% of clubs become Distinguished each year, but many create a Club Success Plan and then fail to revisit it, limiting follow-through. While most clubs understand the DCP, consistent execution remains a challenge. At present, 5 of 28 areas are Distinguished, with 3 Select Distinguished, and no divisions yet achieving Distinguished. As we move to 6 divisions and 24 areas next year, we aim to improve focus and support to help more clubs reach their goals.

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as training all Area and Division governors on the Distinguished Club Program.)*

District 86 will train all Area and Division Directors on the Distinguished Club Program, emphasizing how to actively coach clubs in using their Club Success Plans throughout the year. We will strengthen support through targeted Pathways training, officer coaching, and resources that help clubs deliver engaging, high-quality meetings. To encourage early action, we will introduce incentives for clubs that achieve key DCP goals by mid-year. Quarterly check-ins will help track progress and offer timely support. By promoting best practices and recognizing educational achievements, we aim to foster a culture of consistency, accountability, and success.

Action 1*

DCP & Club Success Plan Training for Area and Division Directors to help them assist their clubs and ensure that they

Action 2*

Regular “Club Health” Check-In Calls with Division Directors

Action 3

Monthly Pathways Bootcamps and Club Quality Workshops to help club officers and members navigate and understa

Action 4

“Early Achiever” Recognition Program to encourage clubs to get moving on the Distinguished Club Program and their

Action 5

Monthly Meeting Excellence Spotlights, to highlight successful clubs and recognize their efforts

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include Area and Division governors and the Distinguished Club Program and Club Success Plan (Item 1111).)*

District Leadership Manual
The budget will once be completed.
Success Plans - Area / Division
Program Quality Leadership Team
Club Growth Team
Regional Advisor
District Director - Team

/

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

District Leadership Manual
The budget will once be completed.
Success Plans - Area / Division
Program Quality Leadership Team
Club Growth Team
Regional Advisor
District Director - Team

/

Action 1*

Program Quality Director

Action 2*

Program Quality Director, Program Quality Club Chair, Division Directors

Action 3

Program Quality Director, Pathways Co-Chairs, Education Chair

Action 4

Program Quality Director, Program Quality Club Chair, PQD Incentives Chair

Action 5

Program Quality Director, Program Quality Club Chair

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

Actions will start July 1st and timelines are listed below.

Action 1*

Begin July 1 and carry out throughout the year on a monthly basis

Action 2*

Begin July 1 and carry out throughout the year on a monthly basis

Action 3

Start in July and continue monthly

Action 4

July 1 to January 31st, 2026

Action 5

Begin July 1 and carry out throughout the year on a monthly basis

Additional Goals

- Develop and share strategies to help clubs with on-boarding of new members and on-boarding into Pathways.
- Develop more Leaders for the District – through self-identification and demonstration of value from the opportunities
- Promote the District Website and the calendar throughout the clubs more
- Align PQD Incentives to reward interim progress, also add incentives to initiate progress on slow clubs.
- Create a multi-year strategic plan for the District
- Fall event and contest

Situational Analysis

What is the current situation in the District? Do members understand how to achieve success? Does the District have special challenges? (One situation might be that Areas and Divisions have reached their maximum capacity causing service to the members to suffer and limiting leadership opportunities.)*

Some clubs on-board new members and some don't, some have a great on-boarding strategy while others do not. Getting members engaged and running right from the start is important to member retention. If a new member feels lost in the first couple of weeks the likelihood of them dropping out is much higher.

Many people don't want to step up and take on Leadership roles from the club executive level through District Leadership. This has the same people taking on Leadership roles over and over again which could lead to burnout of the whole experience.

Strategy

What actions will the District take? What has worked in the past? What has not? What new programs or incentives could the District implement? How will the District promote existing programs? How have other Districts been successful? What could the District do to stretch this goal? (The strategy might include actions, such as *assigning an alignment committee to determine best options for realignment and collaborating with the nomination committee to identify leadership opportunities.*)*

Develop a Committee to study what elements make the good clubs good and the struggling clubs flounder. This committee should gather these results and create a series of workshops on Member Retention.

Continue to develop best practices and SOP's for all levels so that there less pressure on those that step up to take on leadership roles

Develop more resources for Club Executives and Club Members to utilize on the D86 Website and then get the AD's and DD's to promote it.

Action 1*

Training in Pathways and onboarding to all members

Action 2*

Recognition and incentives for educational progress

Action 3

Action 4

Action 5

Resources

What people, equipment, meeting places, and money does the District have at its disposal? What committee could work toward the goal? Are any members interested in heading projects toward leadership goals? How much money has been budgeted for achieving this goal? (Resources might include past District directors, Area and Division director, the District website, and a nomination committee.)*

Incentives and Recognition certificates

Assignments

Who is in charge of each action? Who is on each team? What are each team member's specific responsibilities?*

Program Quality Director, Pathways chair, Mentorship chair and Program Quality chairs

Action 1*

PQD team - Pathways, Mentorship and Program Quality chairs

Action 2*

Incentives and DCP Chair

Action 3

Action 4

Action 5

Timetable

When will each action item begin? When will each action item be complete? How will progress be tracked?*

Weekly, Monthly and ongoing

Action 1*

July 15, 2025 - June 30, 2026

Action 2*

July 15, 2025 - June 30, 2026

Action 3

Action 4

Action 5

Starting Numbers

Club Base

100

Membership Payments Base

4,197

Number of Division and Area Directors

30

Qualifying Requirements

Submission of District Success Plan by September 30. Submission of Division and Area Director Training Report for 85 percent of Division and Area directors by September 30.

Number of Division and Area Directors x
0.85

25

| | Membership Payments Growth | | Club Growth | | Distinguished Clubs |
|---------------------------|---------------------------------|--------------|------------------|------------|---------------------|
| Distinguished | Membership Payments Base x 1.01 | 4,239 | Club Base * 1.01 | 101 | * 0.45 45 |
| Select Distinguished | Membership Payments Base x 1.03 | 4,323 | Club Base * 1.03 | 103 | * 0.5 50 |
| President's Distinguished | Membership Payments Base x 1.05 | 4,407 | Club Base * 1.05 | 105 | * 0.55 56 |
| Smedley Distinguished | Membership Payments Base x 1.08 | 4,533 | Club Base * 1.08 | 108 | * 0.6 60 |

Tracking

Use online reports, available at www.toastmasters.org/DistinguishedPerformanceReports, to keep track of the District's progress toward its goals. Create milestones throughout the year to measure your progress.*

| Goals | Quarter 1 | | | Quarter 2 | | | Quarter 3 | | | Quarter 4 | |
|---------------|-----------|-----|-----|-----------|-----|-----|-----------|-----|-----|-----------|-----|
| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May |
| Membership | | | | | | | | | | | |
| Payments | | | | | | | | | | | |
| Growth | | | | | | | | | | | |
| Club Growth | | | | | | | | | | | |
| Distinguished | | | | | | | | | | | |
| Growth | | | | | | | | | | | |

Add a goal