



District 86 Toastmasters Meeting

Located in Southwestern and Central Ontario Canada

Club Growth Report

Primary Goal

The Club Growth team's focus for 2026–2027 is simple: strengthen our existing clubs, retain our members, and create sustainable new clubs across District 86.

Our approach is focused on hands-on club support, membership growth, retention, new-club development, and providing District leaders with practical resources they can immediately put into action.

Our goal is not simply to increase numbers. It is to build stronger, healthier and more sustainable clubs while expanding Toastmasters into new communities and organizations.

Ignite Potential. Inspire Action.

Highlights & Current Progress

Club Growth Team

A comprehensive Club Growth team has been established with dedicated leaders supporting key areas of growth:

- **Club Extension Chair:** Carl Naus, DTM
- **Club Retention Chair:** Aurie Contosta, DTM
- **Gavel Clubs Chair:** Madan Chauhan, DTM
- **Youth Leadership Program Chair:** Ethel De la Penotiere
- **Speechcraft Chair:** Anne Dockeray, DTM
- **Club Mentor Chair:** Teresa Carolan, DTM
- **Open House Chair:** Cody Peller
- **Club Coach Chair:** Parveen Johal, DTM
- **Moments of Truth:** Laurie Macfarlane
- **Video Content Chair:** Can B. Gursoz
- **Digital Design Chair:** Augusto Orihuela
- **CGD Operations & Training Chair:** Ajitha Yasmin Sriraman
- **Executive Action Team:** Brahm Memone DTM
- **Executive Action Team:** Wayne Kuhn, DTM

The team allows us to provide more structured and specialized support rather than relying on one person or one committee to manage every aspect of club growth.

Membership Growth & Retention

Membership retention and strengthening vulnerable clubs are major priorities this year.

Current initiatives include:

- Identifying and monitoring clubs with lower membership.
- Prioritizing clubs with 12 members or fewer for additional support.
- Working with Area and Division Directors to identify challenges early.
- Encouraging targeted Open Houses for clubs requiring immediate membership growth.
- Connecting clubs with Club Coaches where appropriate.
- Developing practical resources to help clubs attract guests and convert guests into members.
- Supporting clubs with membership renewal campaigns.

The objective is to move from reacting when a club is already in difficulty to identifying and supporting clubs earlier.

Membership Renewal Campaign

A major early-term focus was encouraging members to renew ahead of the Toastmasters International dues increase.

Results included:

1,148 membership renewals

52 new members

A District-wide incentive draw was incorporated into the campaign to create awareness, urgency and member engagement.

The campaign demonstrated that focused communication combined with simple incentives can encourage members and clubs to take action.

Moments of Truth

The District launched a strong early focus on **Moments of Truth**, supporting clubs in assessing their strengths and identifying areas requiring improvement.

Moments of Truth Workshop – August 9

95 registered

64 attended

The initiative reinforces a simple message:

Strong Clubs Don't Guess. They Assess.

The goal is to encourage clubs to use Moments of Truth not simply as an educational exercise, but as a practical club-development tool throughout the year.

Open House & Club Strengthening Initiative

Open Houses are being positioned as one of our primary tools for supporting clubs experiencing membership challenges.

The Club Retention and Open House teams are working together to:

- Identify priority clubs.
- Encourage Open Houses within a short action window.
- Help clubs create promotional materials.
- Provide guidance for attracting guests.
- Improve guest follow-up.
- Help convert interested guests into members.

This creates a more coordinated approach where District resources are brought directly to clubs that need them.

New Club Development

Building sustainable new clubs remains another major priority.

Our Club Extension efforts are focused on:

- Identifying qualified new-club leads.
- Corporate club opportunities.
- Community clubs.
- Specialty clubs.
- Speechcraft-to-club opportunities.
- Youth and community outreach.
- Supporting prospective clubs already operating under an Application to Organize.
- Providing sponsors and mentors to help new clubs establish strong foundations.

The emphasis is on developing qualified opportunities that have a realistic path toward chartering and long-term sustainability.

Speechcraft, YLP & Gavel Club Development

Speechcraft, Youth Leadership Programs and Gavel Clubs are important components of our longer-term growth strategy.

Rather than viewing these programs independently, we are exploring how they can:

Introduce Toastmasters

Develop relationships

Build community awareness

Generate membership and future club opportunities.

Speechcraft initiatives are already creating opportunities to connect Toastmasters with communities both within and beyond District 86.

CGD Growth Incentives

A simplified incentive program has been developed around one principle:

Simple. Achievable. Rewarding.

Rather than complicated point systems, clubs are encouraged to achieve specific growth objectives and receive direct recognition or rewards.

Current focus areas include:

Membership Growth

Add members and strengthen club membership.

Speechcraft

Encourage clubs to conduct Speechcraft programs and introduce Toastmasters to new audiences.

New Clubs

Recognize individuals and teams contributing to successful club chartering.

Retention

Recognize Divisions and leaders who successfully protect and strengthen existing clubs.

The incentive program will continue evolving throughout the year based on District needs and results.



CGD REWARDS ARE HERE!

Simple Goals. Real Rewards!
Do This. Get This. No Complications!

LEVEL	TASK	DEADLINE	REWARD
1 LEVEL 1 	CONDUCT AN OPEN HOUSE & INCREASE MEMBERSHIP (2 OR MORE)	09/30/2026	+ - PIZZA PARTY FOR THE CLUB - DISTRICT 86 SPOTLIGHT PACKAGE 60-SECOND "HOW I/WE DID IT" STORY PROMOTIONAL VIDEO - DISTRICT 86 SOCIAL MEDIA SPOTLIGHT
2 LEVEL 2 	ORGANIZE AND CONDUCT A SUCCESSFUL SPEECHCRAFT	12/31/2026	+ - STYLISH TOASTMASTERS HOODIE OR T-SHIRT - PIZZA PARTY FOR THE SPEECHCRAFTERS
3 LEVEL 3 	A QUALIFIED LEAD TO CHARTER A CLUB	12/31/2026	+ - STYLISH TOASTMASTERS HOODIE OR T-SHIRT \$50 TOASTMASTER GIFT CERTIFICATE
4 LEVEL 4 	BE A SPONSOR FOR A NEWLY CHARTERED CLUB	12/31/2026	+ + - STYLISH TOASTMASTERS HOODIE OR T-SHIRT \$100 TOASTMASTER GIFT CERTIFICATE - PIZZA PARTY FOR THE NEWLY CHARTERED CLUB
CLUB GROWTH CHAMPION	COMPLETE 3 OF THE 4 LEVELS ABOVE	02/28/2027	- DISTRICT 86 "CLUB GROWTH CHAMPION" TROPHY - DISTRICT 86 SPOTLIGHT PACKAGE 60-SECOND "HOW I/WE DID IT" STORY PROMOTIONAL VIDEO - DISTRICT 86 SOCIAL MEDIA SPOTLIGHT



LET'S GROW TOGETHER.
LET'S BE LEGENDARY!

Questions? Contact your CGD Team.

Together, we
Ignite Potential
Inspire Action

DISTRICT 86 TOASTMASTERS



Communication & Leadership Support

Regular communication has been established with Area and Division Directors to better understand what is happening at the club level.

This includes:

- Individual conversations with Area Directors.
- Identifying clubs requiring immediate support.
- Discussing potential new-club opportunities.
- Sharing Club Growth resources.
- Encouraging collaboration between Area Directors, Division Directors and the CGD team.
- Weekly CGD Office Hours on Thursdays from 12:00–1:00 PM for questions, ideas and support.

The objective is to make Club Growth support accessible, responsive and action-oriented.

Next Steps

For the coming months, the Club Growth team will focus on:

- Strengthening clubs with 12 members or fewer.
 - Increasing membership renewals.
 - Supporting targeted club Open Houses.
 - Expanding the Club Coach program.
 - Developing and qualifying new-club leads.
 - Increasing corporate and community outreach.
 - Expanding Speechcraft, YLP and Gavel Club opportunities.
 - Supporting prospective clubs through the chartering process.
 - Implementing and promoting the CGD incentive program.
 - Providing practical membership growth and retention workshops.
 - Increasing collaboration between Area Directors, Division Directors and CGD Chairs.
 - Tracking club health and intervening earlier when clubs begin experiencing membership challenges.
 - Targeted social media Ads.
-

Paid Clubs

101

101 base clubs



To Date Payments

1,860

42.4% of base (4,384 base)



Distinguished Clubs

0

0.0% of base



Total Members

2,214

105.1% of base (2,106 base)



Potential Distinguished Clubs

43

Clubs with 20+ members & ≥1 goals (month target)



1+ Goals Clubs

63

62.4% of base (101 base)
Clubs with 1+ goals met



20+ Members Clubs

55

54.5% of base (101 base)



Average Goals Met

1.1

District average (month target: 1)



Avg Educational Ratio

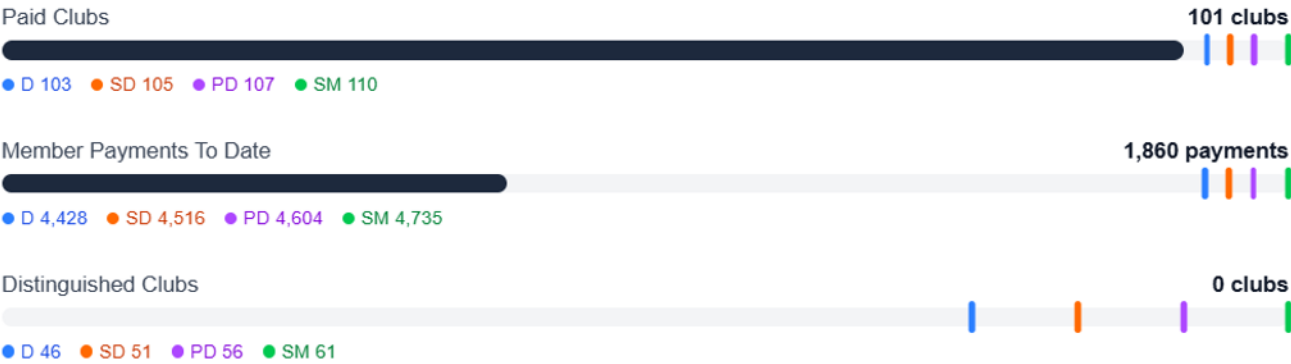
0.051

107 awards / 2,106 base

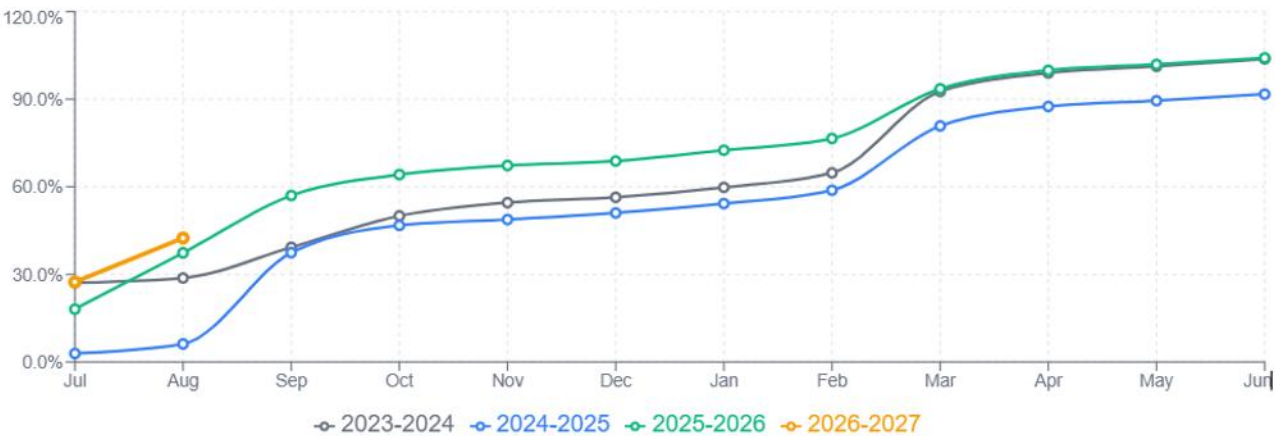


District 86 Distinguished Goals Snapshot

Quick view of progress toward Distinguished, Select, Presidents, and Smedley levels.



Payments to Date by Month (%)



District 86 Performance

Paid Clubs	
Base	To Date
101	101
Goals	
Distinguished	103
Select Distinguished	105
President's Distinguished	107
Smedley Distinguished	110

Payments	
Base	To Date
4,384	1,860
Goals	
Distinguished	4,428
Select Distinguished	4,516
President's Distinguished	4,604
Smedley Distinguished	4,735

Distinguished Clubs	
Base	To Date
101	0
Goals	
Distinguished	46
Select Distinguished	51
President's Distinguished	56
Smedley Distinguished	61

Our Goal

Our goal as the Club Growth team is to create a District where existing clubs become stronger, struggling clubs receive help earlier, members see greater value in staying, and new communities have the opportunity to experience Toastmasters.

Club Growth is not the responsibility of one person or one team. It happens when members, club officers, Area Directors, Division Directors and District leaders work together toward the same goal.

Strengthen Clubs. Retain Members. Build New Clubs.

Ignite Potential. Inspire Action.

Prepared by

Chris Moses, DTM

Club Growth Director – 2026-2027

District 86 Toastmasters