



Congratulations on your newly elected role as Club Growth Director! As Club Growth Director you lead educational and training programs within the district including distinguished clubs, membership retention, leader training, speech contests and the annual conference. Here's a suggested plan to help you make the most of your first 100 days following your election.

### **Weeks 1-2:**

1. Familiarize yourself with the [role and responsibilities](#) of a Club Growth Director, including the [Club Growth Director Handbook](#), [District Leadership Handbook](#), Pre-District Leader Training Modules and [other resources](#) provided by Toastmasters International.
2. Meet with the current Club Growth Director to learn what has gone well in the past year and what hasn't been expected. This will help plan steps for the coming year. Share the results of this meeting with the incoming District Director and Program Quality Director. Discuss the findings and ensure alignment by the team on next steps. Your team may also wish to discuss these points with the teams region advisor or mentor for feedback & suggestions how to improve.
3. Confirm with any team members supporting club growth in the district if they would be willing to continue in the role for the coming year. Remember formal roles change on July 1<sup>st</sup> each year, but someone supporting with the club coach program or club extension for example can continue serving as long as mutually agreed.
4. Review the list of clubs in your district to understand the types of clubs your district has and any gaps that may exist (online vs in person, corporate vs community, time of day, day of week, geography etc.). This is a great opportunity to build a club lead generation team to support in mining this data and working on generating leads based on the gaps identified.
5. Begin recruiting members to serve on your team who can support with individual components of your area of responsibility. Consider breaking the roles down by specific pieces with options of short-term roles and year long roles to provide flexibility in options to members willing to serve. Many members are less keen on long-term or large commitments, so be creative. You could have 2 people, one for corporate support and one for community support, someone for new corporate clubs and new community clubs. Recruit a team that is responsible for generating new club leads or a team to conduct a member engagement survey for 30/60 days as an example. Develop networks across the district and internationally that can come through for you in times of need.



### **Weeks 3-4:**

6. Start creating an marketing plan breaking down your proposals how you can tackle specific areas of your responsibilities. As part of that plan consider breaking it down to the following categories:
  - A) Club Growth
  - B) Club Retention
  - C) Membership Growth
  - D) Division, Area and Club Administration
  - E) Branding
  - F) Club Coach
  - G) Club Quality
  - H) Semi-Annual dues

Consider utilizing the [District Strategies Guide](#) to gain some ideas for the plan.

7. Meet with team members supporting club growth to review your initial ideas on the marketing plan and add in their thoughts. The aim is to work with your team to create a robust plan that will guide you on your strategic direction in the upcoming year.

### **Weeks 5-6:**

8. Draft your Marketing Plan based on what was discovered and flushed out in your marketing plan. This template was provided by World Headquarters.
9. Review clubs in neighbouring districts to determine if there is a corporate partnership where potentially large organizations have a club serving one market but not your district, or all of their locations in your district. These can be marketed as prime candidates to expand clubs in your district.

### **Weeks 7-10:**

*During these weeks work with the core team to flush out your district success plan, budget and calendar for the year.*



### **Weeks 11-12:**

10. Create a method to track progress and set mini goal posts throughout the upcoming year. This can be created in the way that works best for you regardless of if in a calendar, spreadsheet or through a web application.
11. Work with your team to identify how to begin activities immediately following July 1<sup>st</sup>. Being proactive is critical for the whole team as building clubs can take time and clubs in trouble may not let you know until they inform you of plans to dissolve. You may wish to have a comprehensive communications plan for all your activities to support in getting the word out on your activities on a regular basis. This plan may include details of communications channels, target audiences etc. This is a great chance to partner with the Public Relations Manager. As your plans may evolve based on results and learning throughout the year you may wish to break this plan into quarterly plans or revisit regularly for adjustments.
12. Determine if any clubs are eligible and interested in having club coaches appointed and work to assign possible coaches to these clubs. Consider how you can support and train these coaches through the course of the year.

### **Weeks 13-16:**

13. Evaluate the success of the first 100 days - Take the time to evaluate the success of your first 100 days since election. Identify areas of success and areas for improvement and use this information to guide your future work as the Club Growth Director for the year ahead.
14. Have consistent alignment sessions with your team members individually and as a team as they get used to the culture and strategy of what you want to accomplish.
15. Celebrate successes and recognize team members - Take the time to celebrate successes and recognize team members for their hard work and contributions to the district mission.