

Founders District Marketing Report
For DELP meeting
3/23/2011

- *The District can start new clubs but only the club can: "Put on a good show so that they will join."*
- *Together we can: "Meet their needs so they will stay"*

Marketing main concerns are in the following areas:

1. New clubs already chartered this year. – 13
2. Ready to charter, held demo & waiting for paperwork/checks. – 3
3. Prospective, waiting for demo or more applicants. – 8
4. Leads still working, first meeting date not yet set – 9
5. Leads that lost interest or low priority – 12

Our next area of interest is membership retention. This is mainly a club function that the marketing team is ready to assist by sending out postcards to members that have not renewed or in education of clubs on how to *"Put on a good show"* and how to *meet the needs of their members*.

Our biggest challenge is to help struggling clubs to reach charter strength and to become distinguished. To do this, we need educate of members on the difference between "a club mentor" and "a club coach" and to get **experienced** Toastmasters to step up and take on these challenges.

Points to remember:

- By becoming a Distinguished District this year, we will be starting a **"Legacy of Excellence"**
- To achieve Distinguished status or better, **May 15th must become the new June 30th**.
- And finally, **"If you market your clubs, they will come.
If you put on a good show, they will join.
If you meet their needs, they will stay.**

Richard Elliott, DTM, Lt. Gov., Marketing
Founders District, 2010-2011