



Founder's District DEC Report

February 13, 2019

Christine Brady, ACG, ALB

Club Growth Director
Founder's District, 2018-2019
Email: babakity@gmail.com

Club Growth Director Report

Objectives for the year:

1. Follow District Mission –We build new clubs and support all clubs in achieving excellence. Our goal is to create 24 new clubs in Founder's District, and 5 of those by September 30th.
 - a. **Progress:** As of February 8, 2019 – there are seven fully chartered clubs !
2. Provide at least two Club Growth Workshops to help district leaders and club members learn how to achieve this mission.
 - a. **Progress:** a fantastic Club Success Workshop was held on September 15.
 - b. **Change in Plan:** Work towards a Corporate Summit breakfast, inviting HR and/or key decision makers from target companies around Orange County. The goal is to have this first event in Division D.
3. Provide incentives for clubs and members that help achieve Club Growth goals.
 - a. **Progress:** We are currently in the "Talk Up Toastmasters" incentive period. Clubs should be encouraged to host open house events to take advantage of this incentive offered by Toastmasters International as well as by Founder's District.
4. Provide a club coach for all clubs that are at 11 or less members.
 - a. **Progress:** Club coaches are being processed and **assigned** by Kathy Hughes.
5. Provide at least one club mentor for each newly chartered club.
 - a. **Progress:** We have mentors assigned for all clubs in the active pipeline.

Current activities of the Club Growth Director:

1. **LEARNING LAB:** Continuing to hold round-table discussions for club coaches and club mentors. Roundtables will be scheduled at every Learning Lab. Also, the social media session at the recent workshop was a huge success and we will be repeating that at the November learning lab.
2. **CLUBS CHARTERED:**
 - a. NeoGenomics
 - b. TOX Cheap
 - c. Speaktaculars
 - d. AltaMed Orange County
 - e. SPEctaculars
 - f. Brave Little Toastmasters
 - g. Toast to Rise

RISE TO YOUR TRUE VALUE

3. CLUBS NEAR CHARTER:

- a. **Chinese Intercultural Association:** Final new member applications were secured on February 9! David Hosmer to review all paperwork and deliver to Christine Brady for final processing.

4. **MEMBER & CLUB INCENTIVES:** Contact me with information re: successful open house incentives

5. **NEW CLUB LEADS:**

a. **Lead Qualified**

- i. Mitchell International: They are working towards their launch meeting date. Stay tuned Division E!
- ii. Pacific Life Insurance Company: They are working towards their launch meeting date. Stay tuned Division G!

b. **Corporate meetings complete:**

c. **Lunch and Learn Complete:**

d. **Demonstration Meeting Complete:**

e. **Launch meeting complete:**

f. **Stalled:**

- i. Snell & Wilmer, LLP: This lead was looking to have a local Toastmasters club come in and host training events. Recommended they contact Speaker's Bureau.
- ii. Edwards Life Science: Their corporate champion has moved projects and is no longer available. The remaining ELS team is actively working towards finding a new champion.
- iii. Disney: lead has gone cold. Hasn't responded to emails.

6. **CLUB COACH TEAM:** Kathy Hughes has been working hard at qualifying new club coaches and working with clubs needing coaches.

7. **CLUB MENTOR TEAM:** David Moore is working on creating a club mentor monthly check-in report.

8. **MARKETING BUDGET:** Complete

9. **DISTRICT SUCCESS PLAN:** Complete

10. **CONTINUED CGD TRAINING:** Participated in the bi-monthly CGD calls with the Region Advisor, Roz Carter. Attended Mid-Year Training with District Leaders from Region 2 and Region 12 in Torrance.

Challenges:

- 1. Leads have stalled. We need to have Area and Division Directors actively look for leads.

Recognition:

1. Thank you to the following Team Members:

- a. David Hosmer for diligently working with the Chinese Intercultural Association. This is a lead he has worked starting during his term as Division F Director.
- b. Harry Yan for assisting with the Chinese Intercultural Association
- c. Kathy Hughes for diligently working with our club coaches, providing help and support.
- d. David Moore for working with our new club mentors, providing help and support.