District 83 Club Growth Director

Proposed Striving Club Support Plan

September 21, 2026

Focus area	Recommended action	Suggested owner	Success measure
Club assessment	Area or Division Director meets with the club president and officers to identify the main problems: attendance, leadership, meeting quality, location, retention, or lack of guests.	Area/Division Director	Written recovery priorities
Member feedback	Conduct a short member survey or listening session. Contact recent non-renewing members to learn why they left.	Club officers	Top three concerns identified
Recovery goals	Create a simple 90-day plan with two or three realistic goals for membership, attendance, and meeting quality.	Club president and officers	Monthly progress review
Club Coach	Determine whether the club can receive a Club Coach to help rebuild membership, meeting quality, and officer effectiveness.	Club Growth Director	Coach assigned where appropriate
Speechcraft	Conduct a six- or eight-week Speechcraft program for a defined audience, such as young professionals, job seekers, community leaders, or company employees.	Club coordinator	Registrations, completions, and conversions
Open house series	Hold a series of guest-focused meetings instead of relying on one open house. Include an outside	VP Membership and VP Public Relations	Guests and return visits

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	speaker, demonstration speeches, evaluations, and Table Topics.		
Club partnerships	Pair a striving club with a strong club for joint meetings, officer mentoring, speakers, evaluators, and role support.	Area Director	Improved attendance and meeting roles filled
Meeting quality	Invite experienced Toastmasters to model strong evaluations, Table Topics, meeting roles, and time management.	Area Director and supporting clubs	Consistent, well-run meetings
Guest experience	Assign a guest host, welcome every guest personally, explain the program clearly, and follow up within 24–48 hours.	VP Membership	Guest return and conversion rate
Member onboarding	Give each new member a mentor, Pathways orientation, meeting role, and scheduled first speech. Conduct 30-, 60-, and 90-day check-ins.	VP Education	New-member participation and retention
Membership campaign	Ask every member to invite at least one guest. Reach out personally to former members and inactive members.	Club officers and members	Invitations and returning members
Community partnerships	Develop relationships with libraries, colleges, chambers of commerce, nonprofits, employment programs, and local businesses.	VP Public Relations	New referral sources
Digital promotion	Provide clubs with customizable flyers, social-media graphics, sample posts, and access to the District 83 Meetup account.	District marketing team	Event views and registrations

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Meeting accessibility	Review meeting time, location, parking, online access, dues, and meeting format. Survey members before making changes.	Club officers	Increased attendance
Officer development	Provide focused coaching on officer responsibilities, membership building, meeting planning, and succession.	Area Director	Active officers and successors
Recognition	Celebrate guests, new members, returning members, first speeches, and membership milestones.	Club president	Increased engagement
Accountability	Use a short monthly dashboard showing active members, average attendance, guests, returning guests, new members, and renewals.	Area Director and club president	Measurable monthly improvement