

A young woman with long dark hair, wearing a dark blazer over a white top, is sitting at a desk. She is smiling and holding a dark blue rectangular sign with the text "#MyWhy" in white. In front of her is a silver laptop. To the right of the laptop, there is a small stack of colorful books and a potted plant in a white container. The background is a plain, light-colored wall.

#MyWhy

# The Changing Why

Today's world  
brings new  
challenges



# The Changing Why

People don't  
care about  
Toastmasters



# The answer lies here

- Offer a safe environment to obtain the skills needed for the changing world
- Increase confidence in virtual presentation skills
- Self-paced program
- Prepare individuals for impromptu speaking (i.e. Job Interviews)
- We are “Where Leaders are Made”



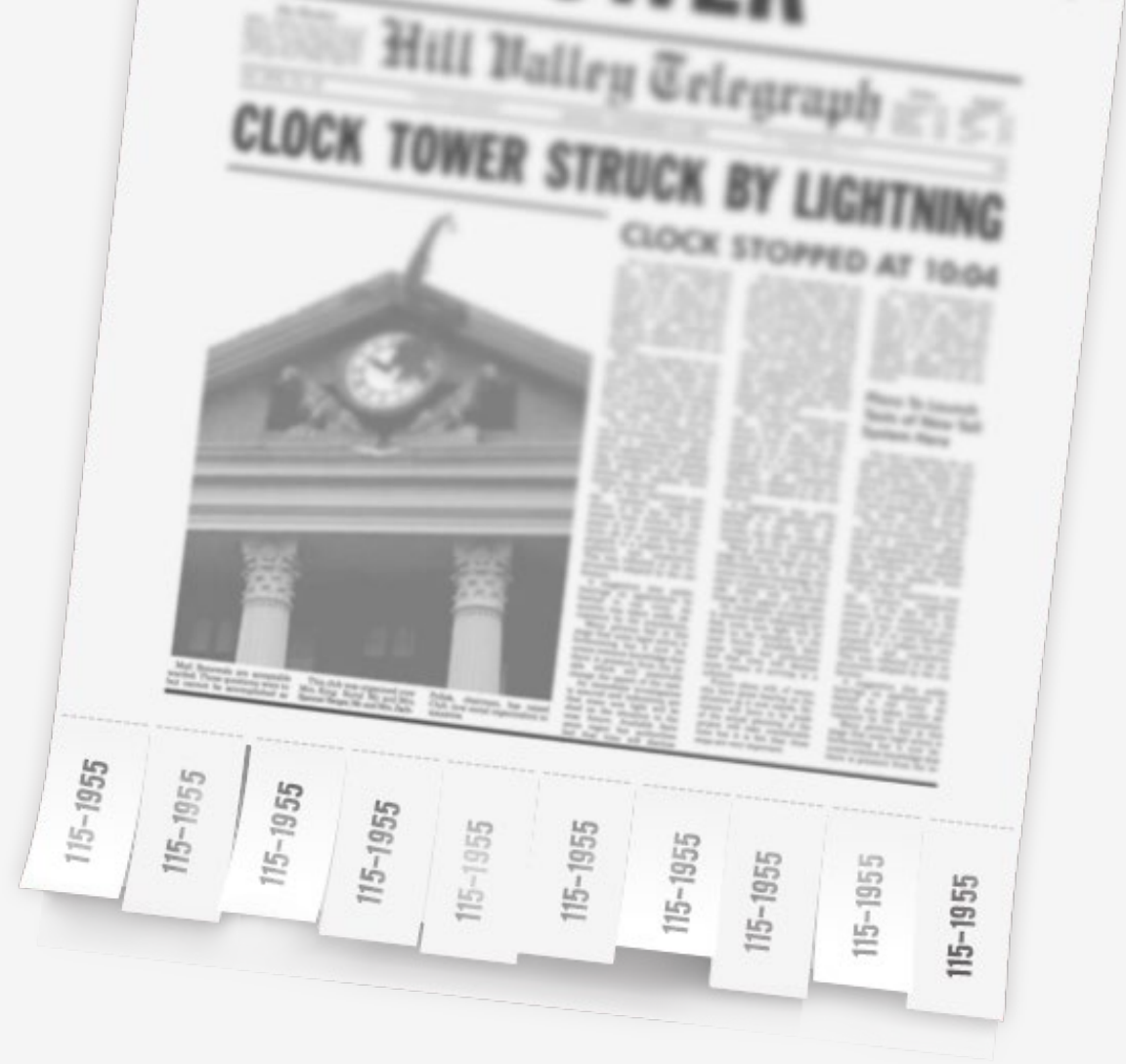
The answer lies here

Toastmasters can  
be a solution to our  
touch starvation.



# The Changing Way

The era of the “tear off flyer” is over.



# The Changing Way

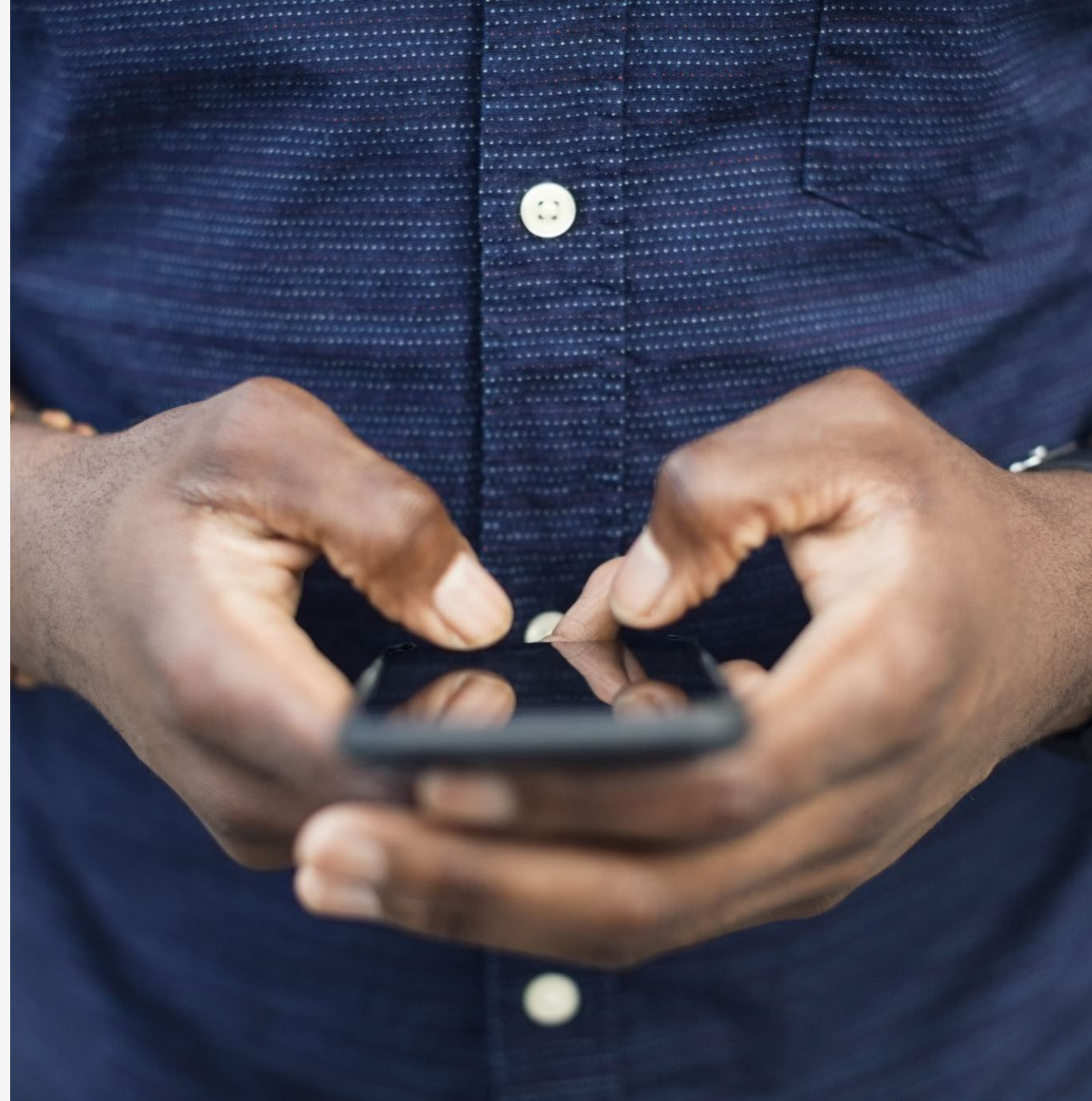
We need to meet people  
where they are at.



# The Changing Way

32% of people check a  
brand's social media  
page before their  
website

(Animoto, 2018)

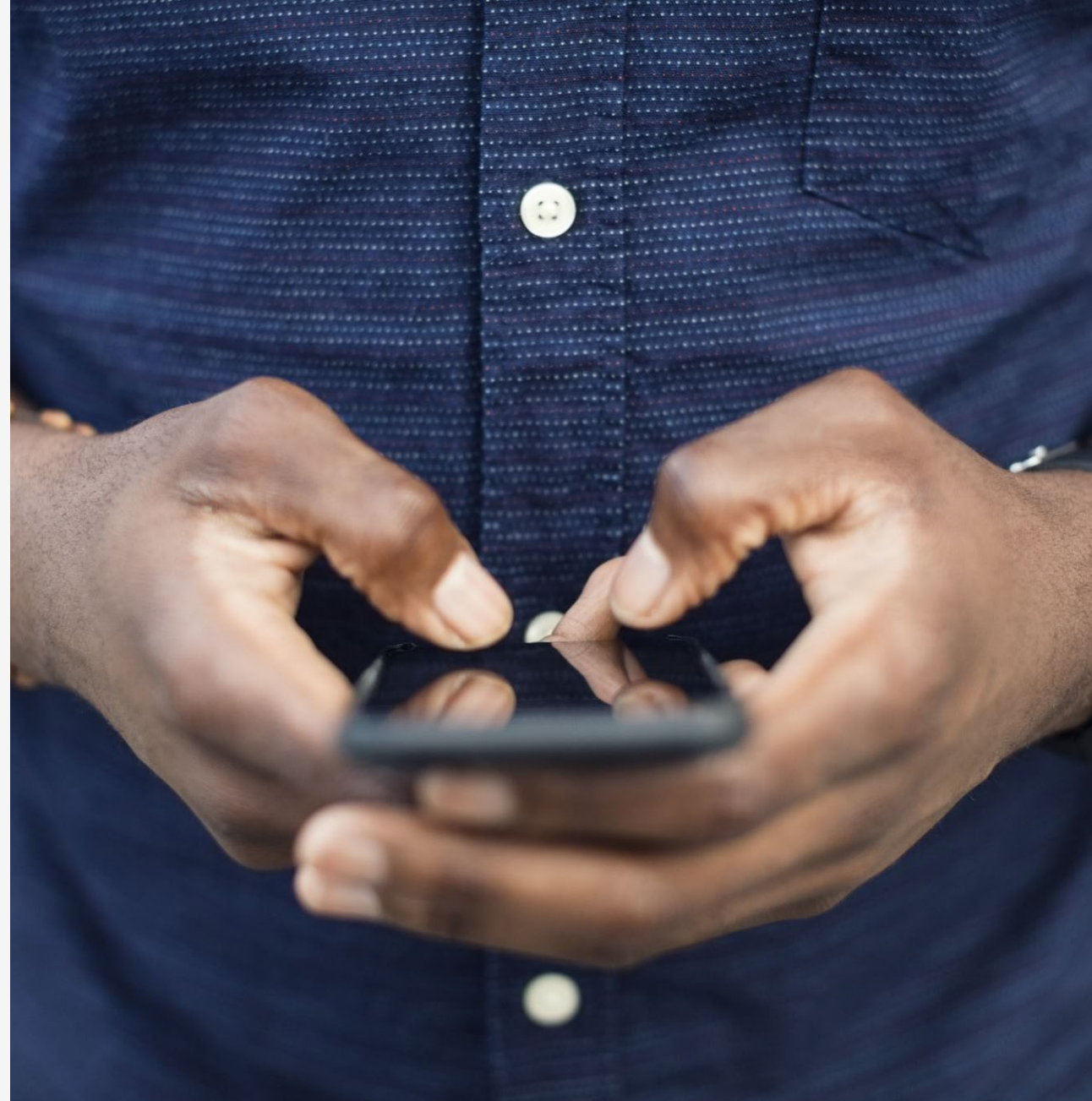




# The Changing Way

People have twice as many interactions with brands on mobile devices

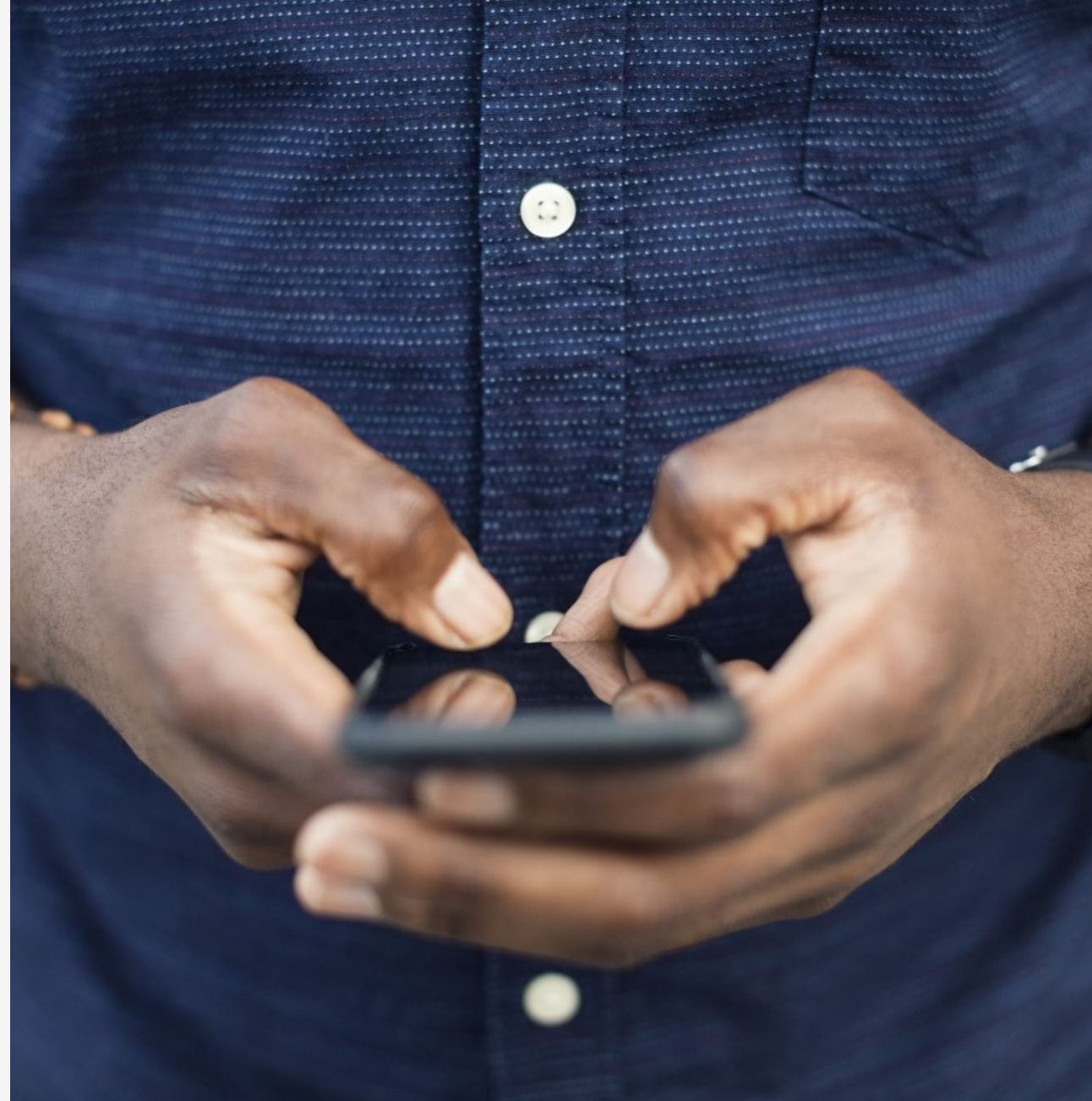
(Think With Google, 2017)



# The Changing Way

Adults spend an average of 3 hours and 10 minutes on their smartphones each day

(Emarketer, 2019)





# The plan

- Make sure your “Find a Club” is up-to-date
- Update your club website on a regular basis
- Get the club on social media and use it
  - Facebook
  - LinkedIn
- Put the plan on paper



# Be successful

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- Be specific in your plan
- Automate as much as you can
- Always have a call to action
- Don't be afraid to spend a little money
- Find the free advertisement
- Measure, measure, measure





# Convert and keep them

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Quality meetings that  
live up to the  
Toastmasters mission



# Convert and keep them

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To provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.





# Resources Available

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- Toastmasters Resource Library
  - Under the Resources tab on toastmasters.org
- Toastmasters Brand Portal + Brand Manual
  - Under the Resources tab on toastmasters.org
- Toastmasters Brand and Trademark Teams
  - [brand@toastmasters.org](mailto:brand@toastmasters.org) and [trademark@toastmasters.org](mailto:trademark@toastmasters.org)
- Hubspot Resources
  - [www.hubspot.com/resources](http://www.hubspot.com/resources)

# Resources Available

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- District 19 Club Growth Resource Website
  - [www.district19.me/club-growth](http://www.district19.me/club-growth)
- District 19 Club Incentives
  - [www.district19.me/incetives](http://www.district19.me/incetives)
  - Submit a Club Marketing Plan to the CGD and earn \$50 to implement the plan
  - Spend \$25 on marketing your club and the district will match up to \$25



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# Navigating Club Growth in Today's World