



2019-2020 Club Growth Results

“Were we Bigger, Better and Bolder?”

CGD Yukimasa Matsuda, DTM

Our Mission/私達のミッション

私達は新しいクラブを作り、かつ、すべてのクラブが卓越するよう支援します。

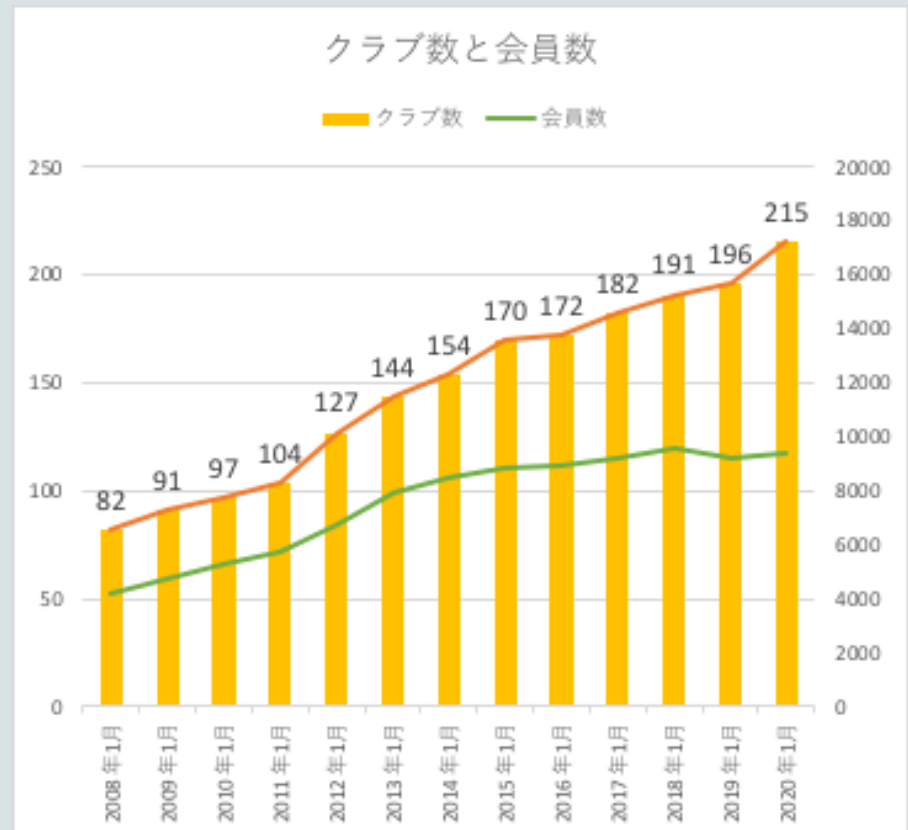
We build new clubs and support all clubs in achieving excellence.



+16

+19

-3



New Clubs : +19 new clubs –3 clubs

	Division	Area	Charter_Date	Name	
1	C	31	08/08/2019	SMBC Nikko Toastmasters	Corporate
2	B	21	08/12/2019	Kofu Toastmasters	
3	E	51	09/16/2019	One-World Toastmasters Club	
4	I	95	10/03/2019	Fujitsu Toastmasters	Corporate
5	E	51	10/18/2019	Atami Yugawara Bilingual Toastmasters Club	
6	I	91	11/30/2019	Mizuho Toastmasters B	Corporate
7	C	32	11/30/2019	Mizuho Toastmasters C	Corporate
8	B	25	11/30/2019	Mizuho Toastmasters E	Corporate
9	C	33	12/03/2019	Mizuho Toastmasters A	Corporate
10	F	63	12/18/2019	OSAKAROMAN	
11	D	44	12/23/2019	Mizuho Toastmasters D	Corporate
12	A	16	12/24/2019	Tokyo Nihao Toastmasters Club	Chinese
13	A	16	01/01/2020	One Astellas Toastmasters	Corporate
14	C	36	01/12/2020	Nihombashi Toastmasters Club	
15	A	15	02/03/2020	Morgan Stanley Tokyo Toastmasters Club	Corporate
16	E	53	03/01/2020	Yokohama Aoba Speech Club	
17	G	72	04/09/2020	Gore Japan Toastmasters Club	Corporate
18	B	24	04/13/2020	Tokyo Hangul Toastmasters Club	Korean
19	A	11	5/1/2020	Sendai Dynamic Speakers	
	Reinstated				
	C	31		La Voce	Italian
	C	31		Kotonoha	
	Dissolved				
	A	14		UD Trucks	
	H	81		Shuri Trilingual	

10 corporate clubs

5 languages

2 Reinstated

2 Dissolved

A: +4. B: +3, C: +4, D: +1, E: +3, F: +1, G: +1, I: +2

Strategy – Go west, but... Stayed east

2 clubs from west – Osaka Roman & Gore Japan

- No significant impact by Radio Promotion
- Could not have an educational event in Aichi
- Not big impact by “Furusato ZOOM”
- No movement to promote Women’s leadership
.... My initiatives did not work

What went well was

**Charter Process Education, Consultation
& Support**

Basic supports, business as usual



117



62

TOASTMASTERS
INTERNATIONAL

Gathered passionate
Core members

トーストマスターズを取り入れている企業は？

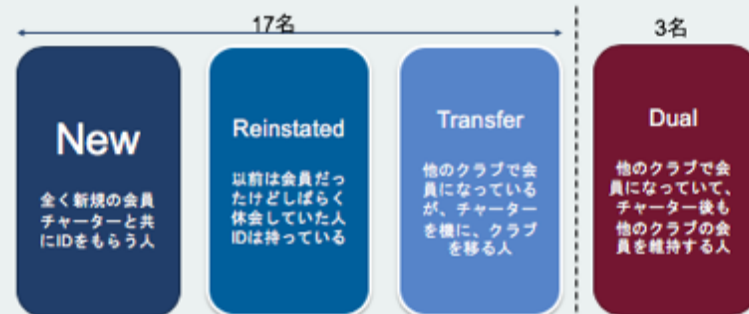
- Fortune500の企業様のおよそ60%で、企業内クラブとして社員育成の一環として取り入れられており、日本でも多くの会社様で取り入れていただいています。
- 例として、SNBC日興証券様、日立製作所様、JXTGホールディングス様、メットライフ生命様、IBM様、AIG様、アマゾンジャパン様、シスコシステムズ様、UDトラックス様、キャタピラージャパン様などで現在活動されています。



Community Club でのCharter申請

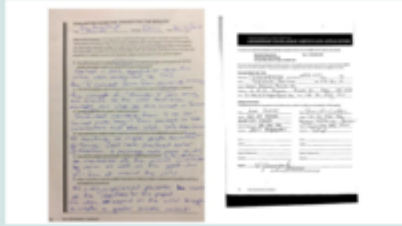
	Charter可能なMember Status	制限
Community Club	New, Reinstated, Transfer, Dual	Dualは3名まで
Advanced Club	Reinstated, Transfer, Dual	Newは0名

Community Clubでチャーターする場合、Dualは3名までという制限があります。
Transferには、制限がありません。確実にチャーターメンバーになれます。



ALS – High Performance Leadership (HPL) 達成情報

- HPL達成は、プロジェクト完了報告をEducation Program宛にメールで連絡し、クレジットを得ます。プロジェクトチームのサインと、Evaluation Formの photocopyを付けます。
- クレジット後、クラブVPEからクラブセントラル経由であげていただくことになります。LDREXCが、申請項目になります。クラブIDと完了日
- LDREXC取得後、ALS申請が可能になります。



Dear Education Department officer,

I completed my High Performance Leadership (HPL) project. Could you please receive my application evaluation form as attached?

Member : Member ID Name
Club : Club ID & Club Name
District : District 76
Completion date : Year Month Day
Best Regards,

Education upon Education Emails upon Emails

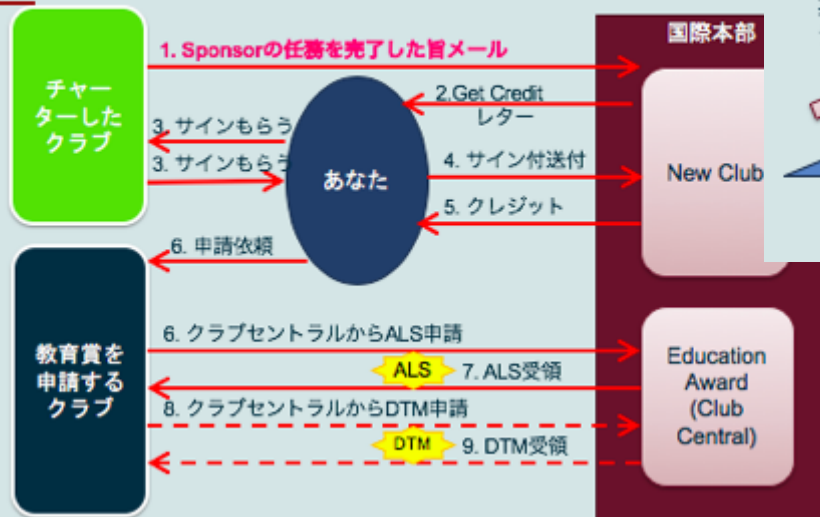
DTMs increased

TOASTMASTERS
INTERNATIONAL

Club Sponsor と Club Mentor の違い

- Club Sponsor と Club Mentor の違いは、そのサポートの期間です。
- どちらも大変な役割ですし、クラブの立ち上げには大変重要です。
- どちらが上、下というのはありません。

ALS申請の手順 Club Sponsorの場合—Get Creditが届かない場合

TOASTMASTERS
INTERNATIONAL

Prospective プロスペクティブ

クラブ運営基礎作り
集客、集客、集客
デモ例会

書類申請
役員選定
支払手続

Club Sponsor

Charter チャーター

チャーター後6ヶ月間

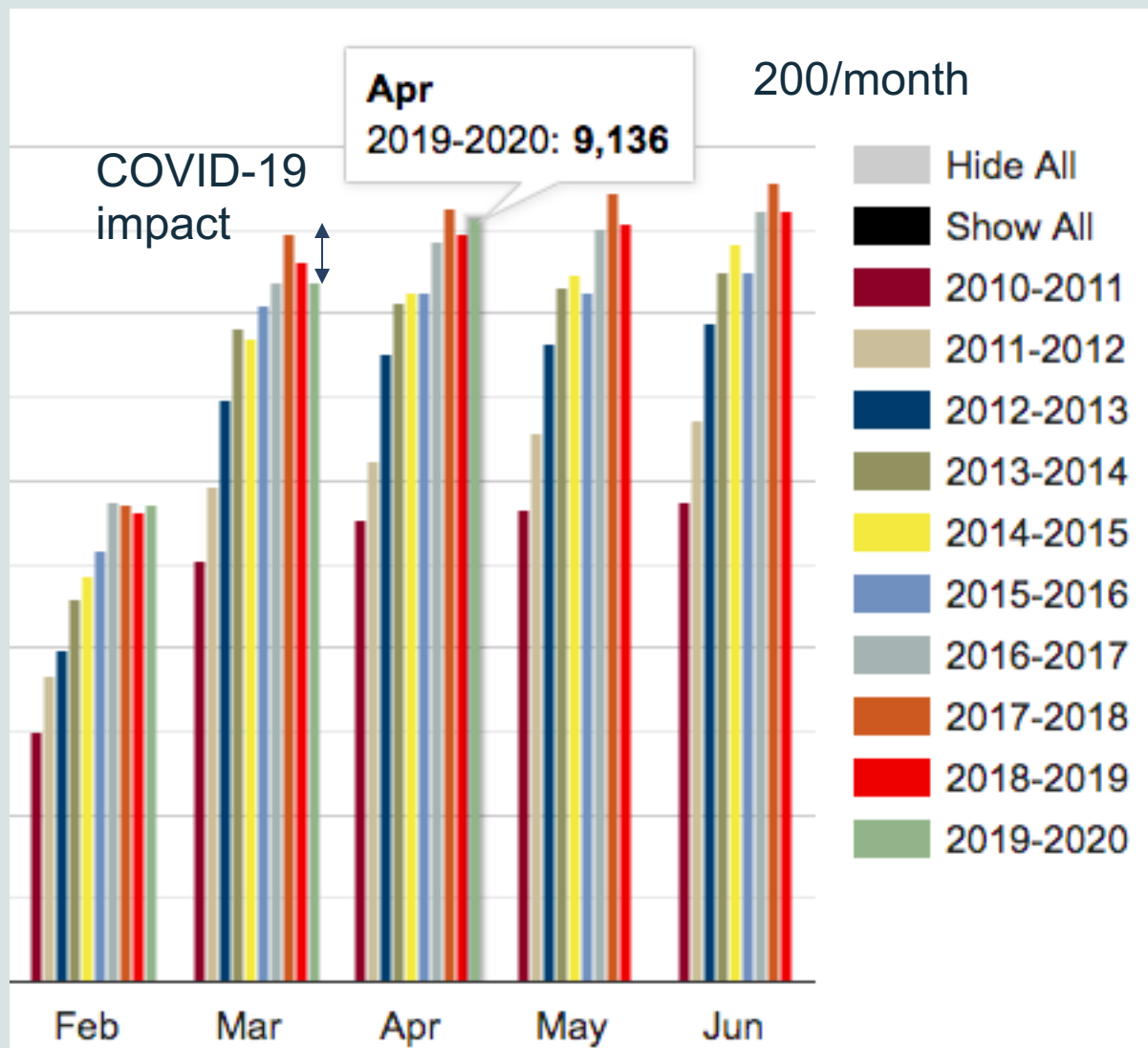
クラブ運営、例会運営
クラブ役員への業務説明
クラブ役員研修への導き
コンテスト運営指南
役員選挙
入会式、会費納入手続

Club Mentor

ALS - Successful Club Coach の特例 — 6月30日までの特例

- District 76の場合は、Pathways導入時期により、特別に6月1日時点で事前認定をします。6月1日時点でSuccessful Club Coachの方にはレターが届く予定です。
- 5月31日までに、DCPS以上、会員数20名以上または期初からプラス5名を達成しましょう。
- For a club coach who reaches success by June 30, 2019 or June 30, 2020, their credit can also count as credit for having served in a district leadership role.
- Special notes for the club coach double credit for club support and district leadership:
- This only applies to roles successfully completed on June 30, 2019 or June 30, 2020. Any club coach roles successfully completed prior to this do not qualify.
- This double credit can be applied toward any DTM, whether it is a first, second or third, etc.
- This double credit does not expire. It may be used now or anytime in the future, including for an award after July 2020. (PathwaysのDTM申請時にもDouble Creditとして活用可)
- This dual credit for club support and district leadership can be applied toward two separate awards. As an example, the club support role can be applied to a traditional program ALS (until the traditional education program ends in June 30, 2020) and the district leadership credit applied toward a Pathways DTM. (2つを分けて申請が可能)
- While club coaches during this period will be given credit toward a district leadership role, this credit and role will not affect their eligibility to compete in speech contests.

Paid Members



-0.82% Growth



Payments

Base

9,275

To Date

9,199

Goals

Distinguished

9,415

April end – 9,152

May end – 9,275 + 123

Covid-19?

June end – 9,415 + 140



The results of CGD

Japan (as of 2020-05-07)

District Goal (to be dist)	Actual to date	Year's goal	Needs more	Percent complete	Clubs	Rank in world	Percentile in world	Rank in region
Paid clubs	215	202	Met!	106.4%	Paym	5	96.7%	2
Mem payments	9152	9415	263	97.2%	DistC	12	90.8%	2
Dist. clubs	61	80	19	76.2%		26	79.2%	5

16+2 Club Growth -> **480 or more** Paid members

We could share this toastmaster **Opportunities**

Opportunity
21



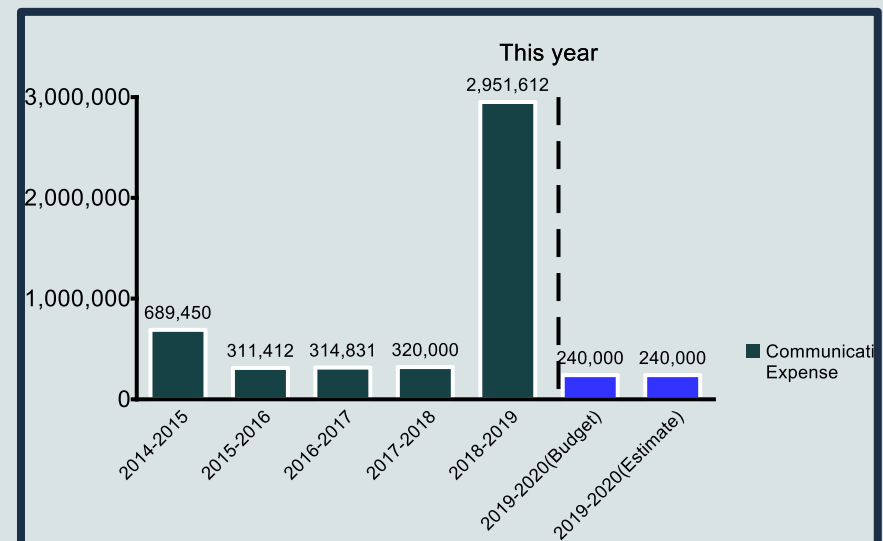
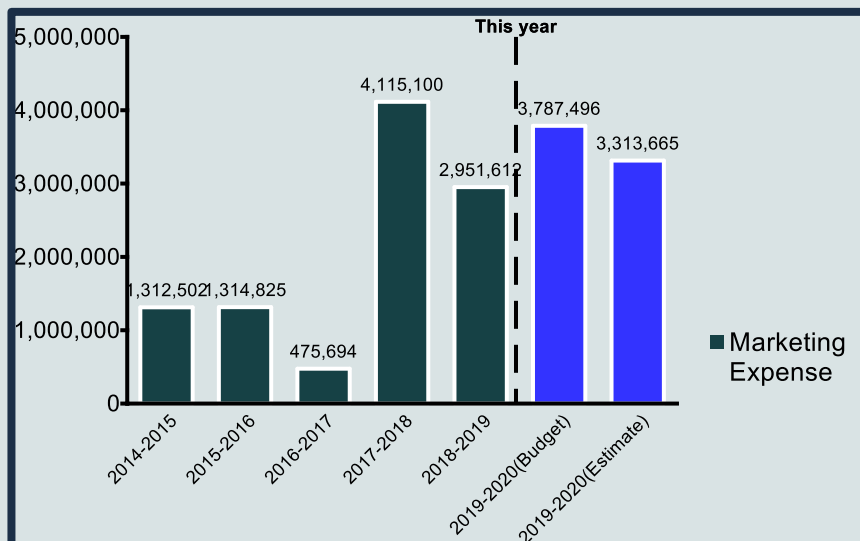
New Channel Discovery

Radio & Digital

Radio Campaign & Digital Marketing

New approaches for paid promotional channels

Budget & Expenses: **JPY3,300,000** – (-44% vs prev. term)
For Radio : JPY 1,800,000 -
For Digital : JPY 1,500,000 -
(Expense was lower due to COVID-19)



Hello! Toastmasters

- ▶ Six-part series 15minutes radio program featuring Toastmasters' education programs and local Toastmasters Clubs
- ▶ 1st About Toastmasters & Organize your Speech
- ▶ 2nd Connect with Your Audience
- ▶ 3rd Persuasive Speaking
- ▶ 4th Active listening
- ▶ 5th Develop Your Vision
- ▶ 6th Team building

- 
- A map of Japan is shown in the background. Five red callout boxes with black outlines point to specific locations: Shiga (central Japan), Nagoya (central Japan, east of Osaka), Osaka (central Japan), Toyota (central Japan, east of Nagoya), and Okazaki (central Japan, south of Nagoya).
- ① FM Okazaiki; Sep – Nov, 2019
 - ② FM Chu-o-(Osaka) ; Nov, 2019 – Jan, 2020.
 - ③ FM Kusatsu; Nov, 2019 – Jan, 2020.
 - ④ MID FM(Nagoya); Dec, 2019 – Feb, 2020
 - ⑤ FM Toyota; Dec, 2019 – Feb, 2020

Over **5,000,000**
total potential coverage

Results

No significant impact to Club Activities.
No members acquired.

-> We learned that radio channel is
not effective in acquiring new members,
but **effective in acknowledging** toastmasters.

” I have not heard anything about Toastmasters. Now I knew that Toastmasters provide such a fantastic opportunity.”

Digital Marketing

- 2-year project, and as the 1st year
 - Embedded **tracking codes** in Website
 - Started **Analysis**
 - Identified effective **wordings**
 - Rebuilt **club search** feature
 - Refreshed **club information**
 - Promoted **prospective** clubs
 - Promoted **Online** club activities
 - Created **testimonial** page
- **LinkedIn** promotion by TI



Results

We can see the impact of digital marketing.

If we continue the campaigns for one more year,
We can see more fruitful results.

” More than 500 prospective guests per week have been introduced to the clubs in District 76 in April.”

Results

