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.
## New Clubs:

**+19 new clubs**  
**–3 clubs**

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<th>Division</th>
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<th>Charter Date</th>
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**Reinstated:**
- C 31: La Voce  
- C 31: Kotonoha

**Dissolved:**
- A 14: UD Trucks  
- H 81: Shuri Trilingual

**Summary:**
- 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
Gathered passionate Core members
Education upon Education
Emails upon Emails

DTMs increased

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、クラブの立ち上げには大変重要です。
- どちらかが上、下というのはありません。

Club Sponsor

- Sponsor の役割
- Get Credit
- クレジット
- 申請依頼
- クラブセントラルから ALS 申請
- ALS 受領
- クラブセントラルから DTM 申請
- DTM 受領

Club Mentor

- Mentor の役割
- 連絡
- クレジット
- 申請依頼
- クラブセントラルから ALS 申請
- ALS 受領
- クラブセントラルから DTM 申請
- DTM 受領
Paid Members

COVID-19 impact

200/month

April end – 9,152
May end – 9,275 + 123
June end – 9,415 + 140
The results of CGD

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

We could share this toastmaster Opportunities
New Channel Discovery
Radio & Digital
Radio Campaign & Digital Marketing

New approaches for paid promotional channels

Budget & Expenses: **JPY 3,300,000** – (-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 15 minutes 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
① FM Okazaiki; Sep – Nov, 2019
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

DM measures
Mailing list

Measurement preparation period
Advertising period
TLI Advertising period
COVID19 impact

Mail delivery renewal of COVID19 by Omb