

District Director's Corner

October 2019

A grand opportunity awaits...

District 37, along with seven other districts in Region 7, has been selected for an incredible Digital Advertising Program opportunity by the Toastmasters International Board of Directors.

What does this mean for District 37? A bit of history first. Toastmasters International ran a pilot Digital Advertising campaign in two districts. One in Florida. The other in California. The Digital Advertising campaign ran for 1Q2019. The ad ran on various social media platforms including FaceBook, LinkedIn, and others. The results were amazing. 25,048,115 impressions. 58,090 clicks on **FIND YOUR CLUB** which resulted in 2,593 perspective members.



The results also showed that LinkedIn gave Toastmasters International the best return from the digital advertising, well ahead of other media platforms. That's the good news.

The bad news is when a perspective member attempted to connect with a club, 63% of the time, no one from the Toastmasters clubs contacted, returned an email or phone call to the perspective member. So out of 2,593 perspective members, less than 8%, or 193 guests became members, **mainly because no one in the Toastmasters club returned an email or phone call to the perspective member.**

What is the opportunity for District 37? Toastmasters International has planned to run the Digital Advertising Campaign in Region7, including District 37, starting January 2020 through March 2020. This is just ahead of the April 2020 dues period. This could be HUGE for all of us in District 37 to strengthen our membership across the district. But are we ready? Sadly, the stats say no. But CAN we be ready by January 2020. Yes! **ABSOLUTLEY!**

What do we need to do?

Area Director 15, Patricia Lisun said it best in an email to her Area Council:

1. Go to Toastmaster International and confirm that the information that links to your website is correct.
2. Confirm that the address is up to date -especially directions
3. Update so that the information is current (ie current pictures of club members/ events).
4. Have each member update their profile on the website
5. Does the website give a pleasant format for a possible member to want to attend club?????
6. Be sure the contact information for the referral is correct... If you are not available, please let me know and we can resolve with availability of another contact.

If each of the 234 clubs in District 37 would follow the above advice, we could be in for a truly EXCITING 1st quarter 2020. I would add one piece of advice to the guidance given by Patricia. Make it a club goal to return an email or phone call to a perspective guest **within 24-48 hours**.

During October, November, and December there will be webinars to educated districts and clubs on the campaign fundamentals, to help with preparation, and review details of the campaign. Watch for more information from the District Leadership team as we get ready for a truly exciting District 37 grand opportunity.