

# Club Growth Director Checklist

Read the checklist, which lists the responsibilities of your role. To the right of each responsibility is a list of corresponding activities that serve as a starting point to help you fulfill each responsibility. Links to pertinent documents and resources are included.

Role and Responsibilities	Activities (Not all inclusive)
Establish your district marketing team	<ul style="list-style-type: none"> <li><input type="checkbox"/> Create a list of potential candidates to be on your team.</li> <li><input type="checkbox"/> Consult your region advisor to help with this process.</li> <li><input type="checkbox"/> Begin to schedule dates to work with and prepare your marketing team in your calendar.</li> <li><input type="checkbox"/> Use resources on the Toastmasters website to prepare the marketing team.</li> </ul>
Develop a marketing plan	<ul style="list-style-type: none"> <li><input type="checkbox"/> Analyze the marketing plan for the previous year(s) to continue successful programs.</li> <li><input type="checkbox"/> Review the goals in your current <a href="#">District Success Plan</a>.</li> <li><input type="checkbox"/> Meet with your marketing team, assign tasks and complete the district <a href="#">marketing plan</a> template located in District Central</li> <li><input type="checkbox"/> Submit your marketing plan to your district director for approval.</li> </ul>
Build new clubs	<ul style="list-style-type: none"> <li><input type="checkbox"/> Track new club leads by using the TLM to generate reports on leads in the district.</li> <li><input type="checkbox"/> Manage prospective clubs by using the <a href="#">district performance reports</a> to get an update on club status.</li> <li><input type="checkbox"/> Support prospective clubs through the club sponsor and mentor programs.</li> </ul>
Strengthen existing clubs	<ul style="list-style-type: none"> <li><input type="checkbox"/> Work with area director (AD) to maintain regular contact with all clubs.</li> <li><input type="checkbox"/> Have a member outreach team contact members to encourage them to continue toward their next goal.</li> <li><input type="checkbox"/> Work with AD and VPM to follow up with new members via phone call, or email.</li> <li><input type="checkbox"/> Establish a club coach program to assist struggling clubs.</li> <li><input type="checkbox"/> Encourage club coaches to use resources (e.g. Moments of Truth) to strengthen the club.</li> </ul>
Promote membership-building recognition programs	<ul style="list-style-type: none"> <li><input type="checkbox"/> Promote membership building programs</li> <li><input type="checkbox"/> Develop district promotions and incentives for membership building (verify details with Toastmasters International).</li> <li><input type="checkbox"/> Create and provide club marketing kits with promotional materials.</li> </ul>