



Club Growth Director

Marketing Tools Demonstration FAQs

Where can I find a recording of the CGD Marketing Tools Demonstration?

The demonstration recording will be posted to the CGD Teams General channel. It can also be requested from the Corporate Relations team at corporaterelations@toastmasters.org.

May I share the CGD Marketing Tools Demonstration with my committee members?

Club Growth Directors are encouraged to share the demonstration with their committee members and their District Executive Committee.

Where can I find the District Marketing Plan template?

The District Marketing Plan template is saved in the CGD Teams Files tab. It can also be requested from the Corporate Relations team at corporaterelations@toastmasters.org.

Is my District required to use the TI WHQ marketing plan template?

The District Marketing Plan template is not required as a plan template. If your District has an existing plan, your team is encouraged to continue using that plan.

Does the marketing plan need to be submitted to TI WHQ once it is completed?

Your District's Marketing Plan does not need to be submitted to TI WHQ. However, it is strongly recommended a plan is completed prior to District leader training in August.

Who has access to the Toastmasters Lead Management system (TLM)?

Access to the TLM is provided to District Executive Committee members and one club extension chair. Access is available to DEC members as soon as they are reported to TI WHQ. Access for the club extension chair must be requested from the District Growth and Support team.

How do I request access to the TLM for the club extension chair?

Access for the club extension chair must be requested from the District Growth and Support team by emailing districts@toastmasters.org.

Where do I access the TLM?

The TLM is accessible through District Central by clicking the Leads and Prospective Clubs tile.

How are leads added to the TLM?

Leads received through the online Start a Club form are entered automatically into the TLM and assigned by the District Growth and Support team. Leads received through the District Executive Committee and club extension chair must be manually entered by accessing the TLM system in District Central.

Who may I contact with questions about the District Marketing Plan or TLM?

Contact the Corporate Relations team at corporaterelations@toastmasters.org with any questions about the District Marketing Plan or TLM. You may also reference the TLM best practices and guidelines resource found on Microsoft Teams.