

TOASTMASTERS
INTERNATIONAL[®]

CEO REPORT

AUGUST 2023

Core Ideology

Toastmasters International Mission

We empower individuals to become more effective communicators and leaders.

District Mission

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

Club Mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

Envisioned Future

To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development

Brand Promise

Empowering individuals through personal and professional development

Core Values

Integrity, Respect, Service, and Excellence

Message From the CEO

In May 2023, I attended a breakout session at a District conference. The session was focused on strengthening Toastmasters clubs through membership building. There were several panelists, Club Presidents from clubs that recently had significantly increased their membership. One club went from fewer than 10 members to more than 25. Another grew from more than 20 to more than 40.

The strategies for success varied. One club focused on search engine optimization for its website. Another attracted members by posting videos on Instagram and TikTok. Each club had found its own way to build membership rapidly in the post-pandemic world, as individuals once again began to seek opportunity, skills, and community.

One Club President, when asked what else their club did, replied, “The Moments of Truth at every meeting.” Someone in the room responded, “What’s that?” Another said, “We do the Moments of Truth once a year.” A brief discussion ensued, with one member sharing that, for their club, The Moments of Truth is their approach to every meeting.

A moment of truth can be defined as the moment when a customer/user interacts with a brand, product, or service to form or change an impression about that particular brand, product, or service.

In the Toastmasters context, we have defined our primary moments of truth as:

- First Impressions
- Membership Orientation
- Fellowship, Variety, and Communication
- Program Planning and Meeting Organization
- Membership Strength
- Achievement Recognition

All Toastmasters clubs engage in each of these activities—but how well? What is the impression that our clubs’ members and prospective members have of each of these moments? Club members should have an awareness of these moments and an understanding of their club’s aspirations for each one. The **Moments of Truth** guide empowers each member to take ownership and responsibility.

I thank you for your dedication to bringing our enriching experience to more people. I look forward to hearing about your strategies and successes this program year.



Daniel Rex

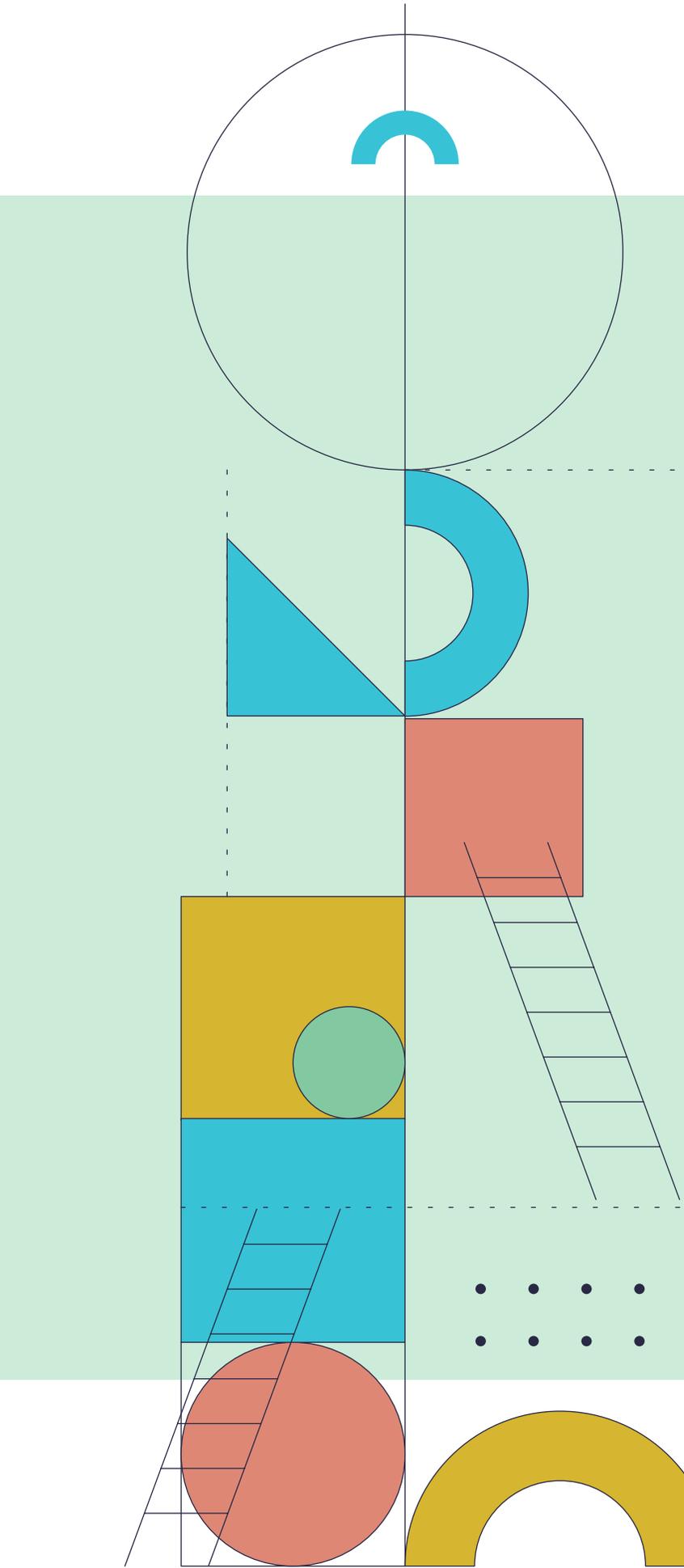
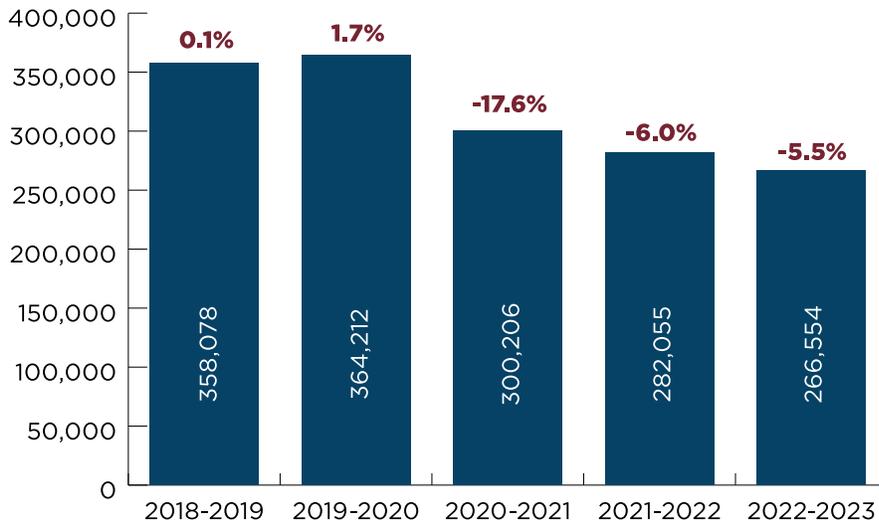


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Numeric Snapshots

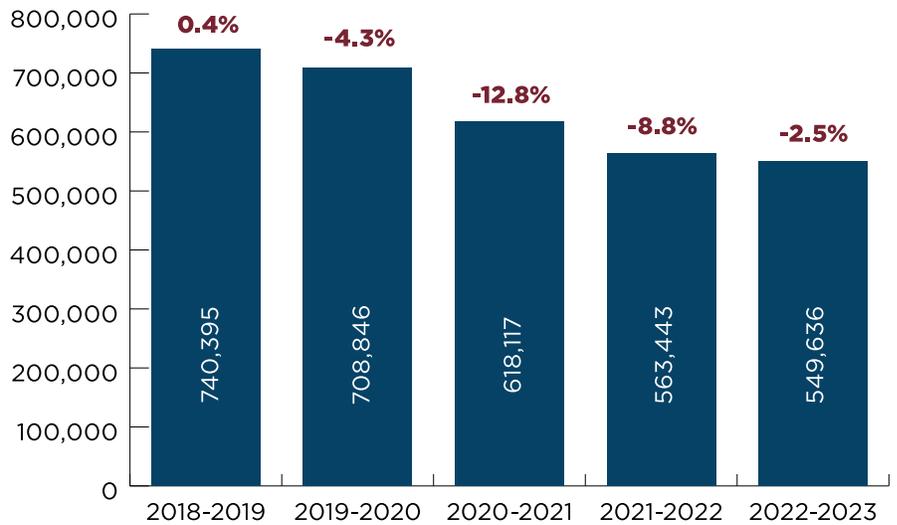
Total Membership as of March 31, 2023



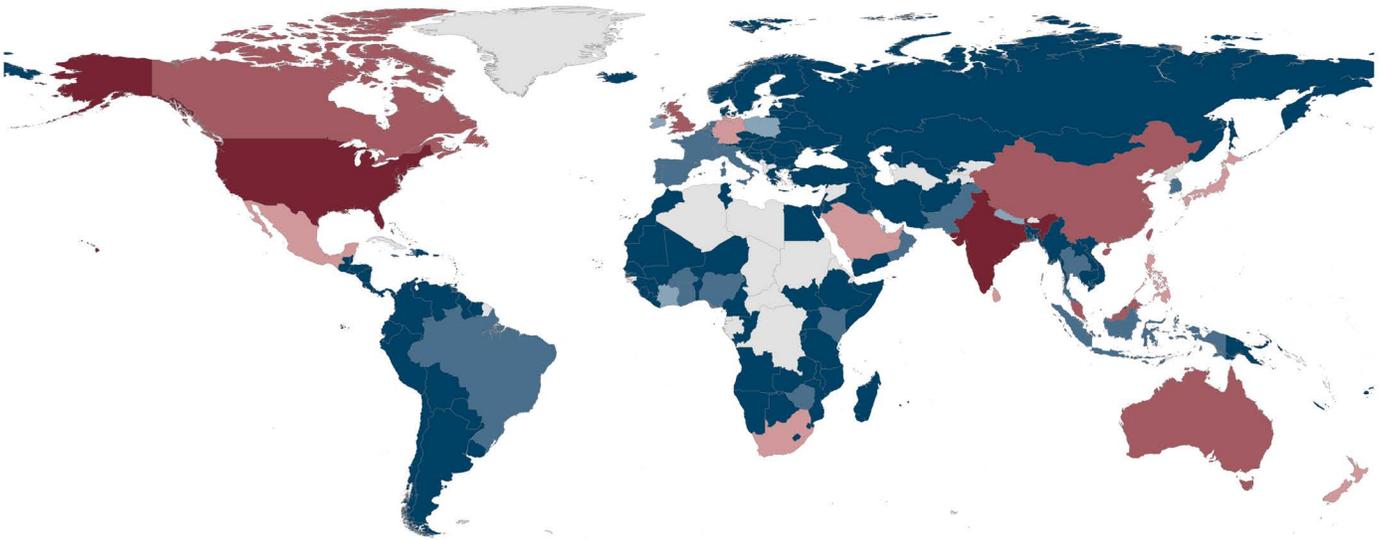
Toastmasters membership as of March 31, 2023 was 266,554. This is -5.5% compared to membership at the same point in 2022.

Membership Payments as of June 30, 2023

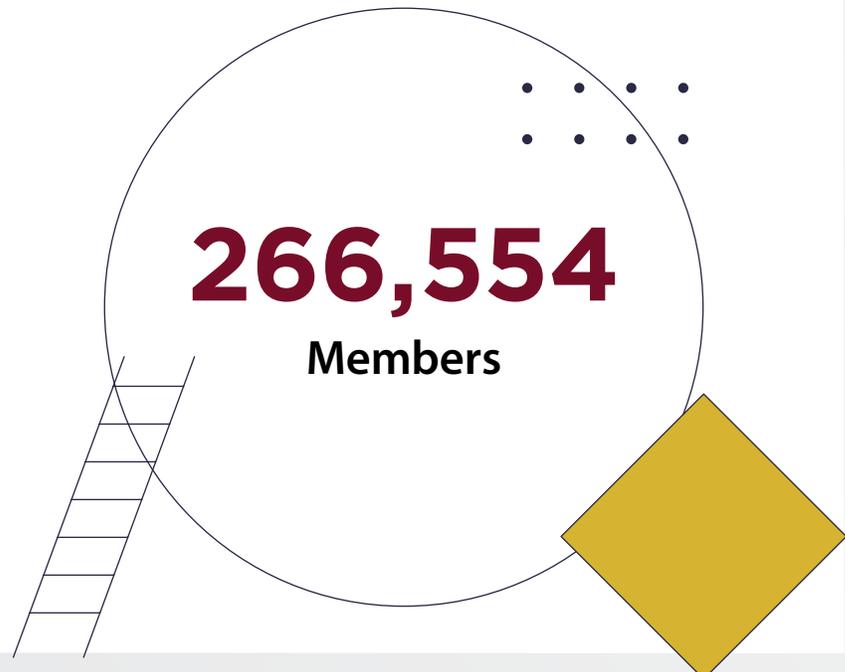
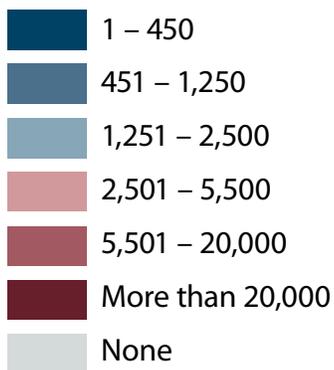
Total membership payments for the 2022–2023 program year come to 549,636. This is a change of -2.5% across the organization compared to membership payments received for the 2021–2022 program year. Membership payments include all new, charter, and renewing membership payments.



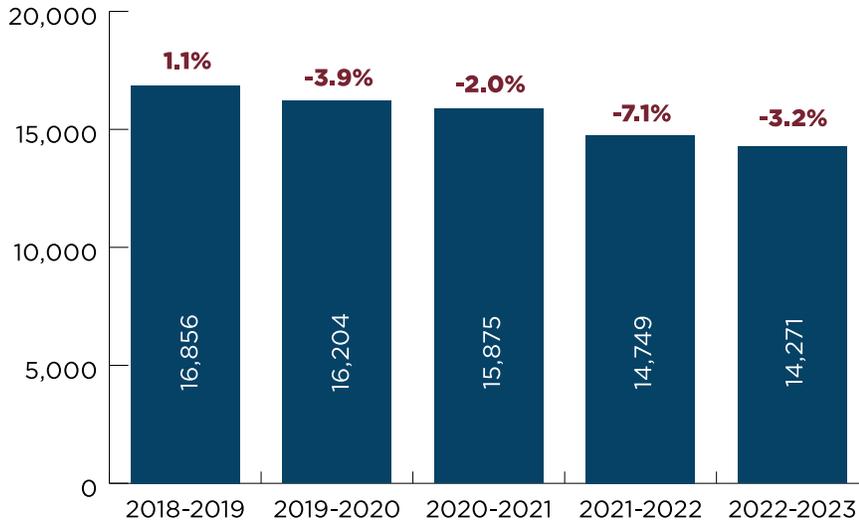
Members by Country



Members by Country



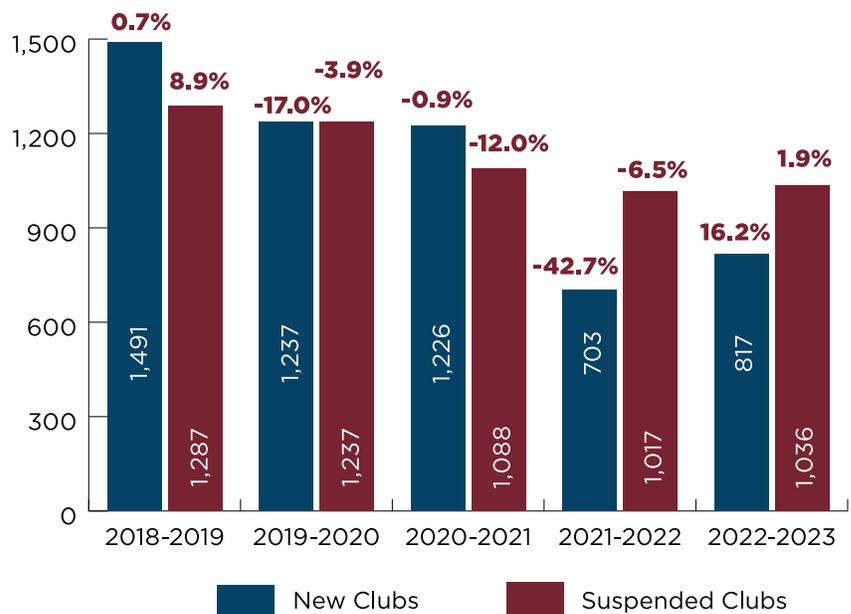
Paid Clubs as of June 30, 2023



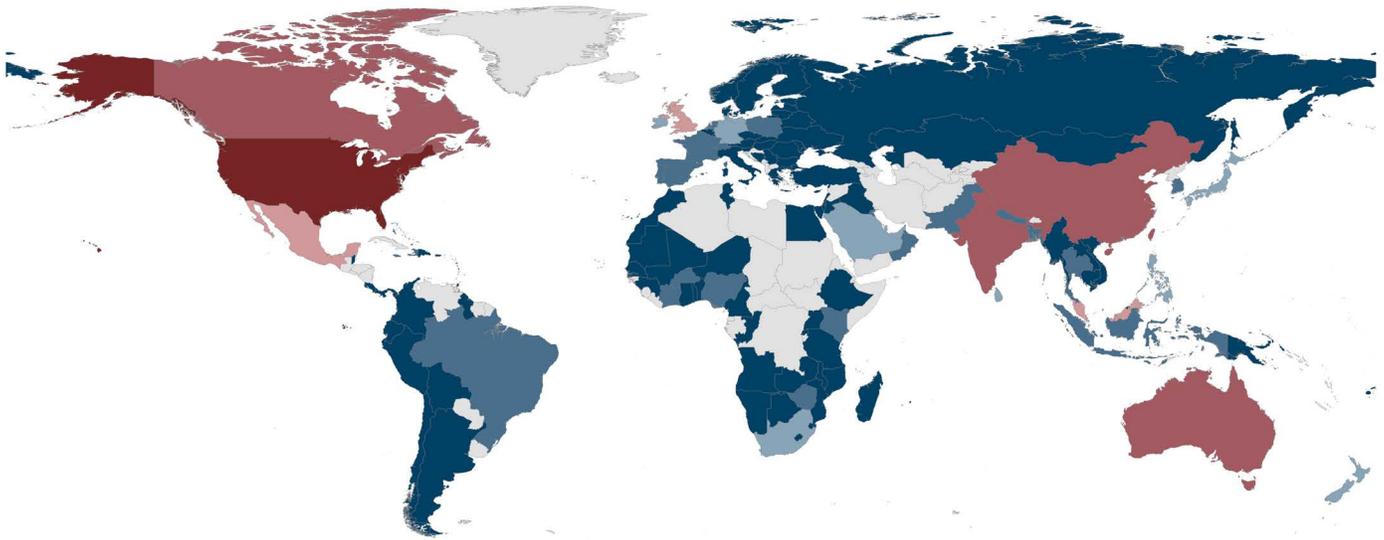
There are 14,271 clubs across the organization, a change of -3.2% paid clubs compared to June 30, 2022.

New and Suspended Clubs as of June 30, 2023

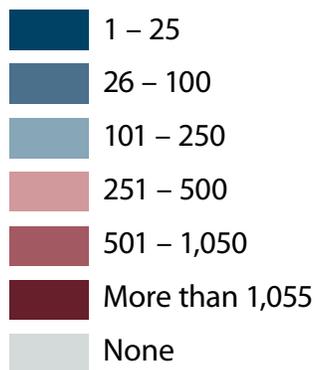
Throughout the program year, 817 new clubs organized, an increase of 16.2% compared to the 2021–2022 program year. The same period had a slight increase in suspended clubs as well with 1,036, an increase of 1.9%.



Clubs by Country

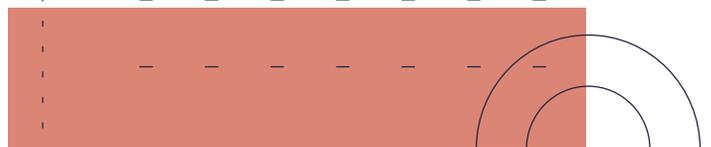


Clubs by Country



14,271

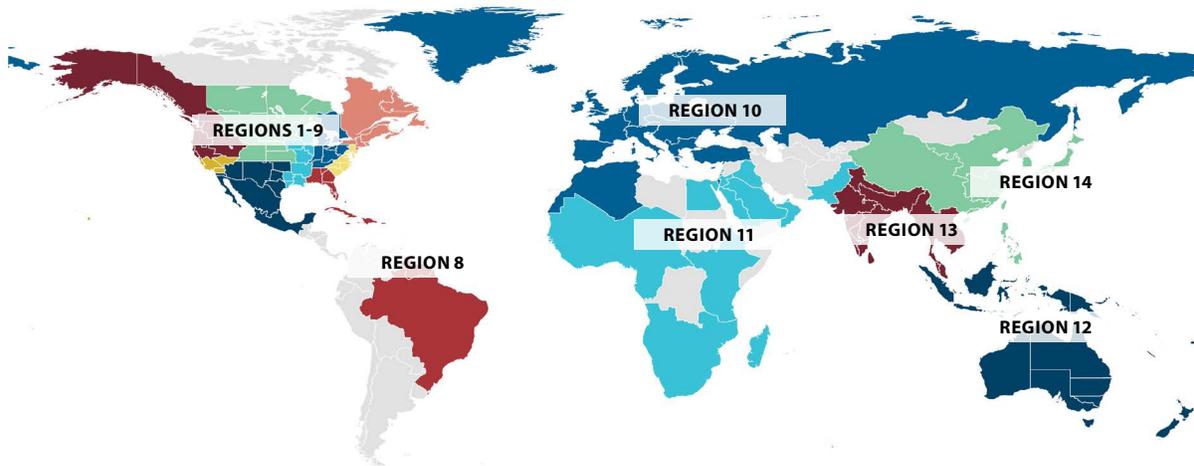
Paid Clubs



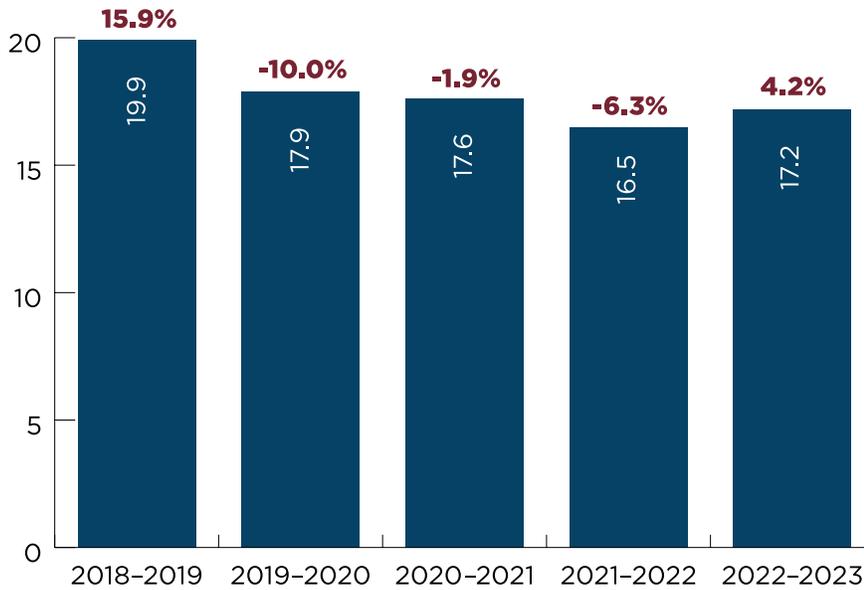
District Reformatations

On July 1, 2023, the following District reformatations took place:

Existing Districts	New Districts	Geographic Region
105	127	Jordan, Lebanon, Oman, Palestine, United Arab Emirates
85	128	Central and Eastern China



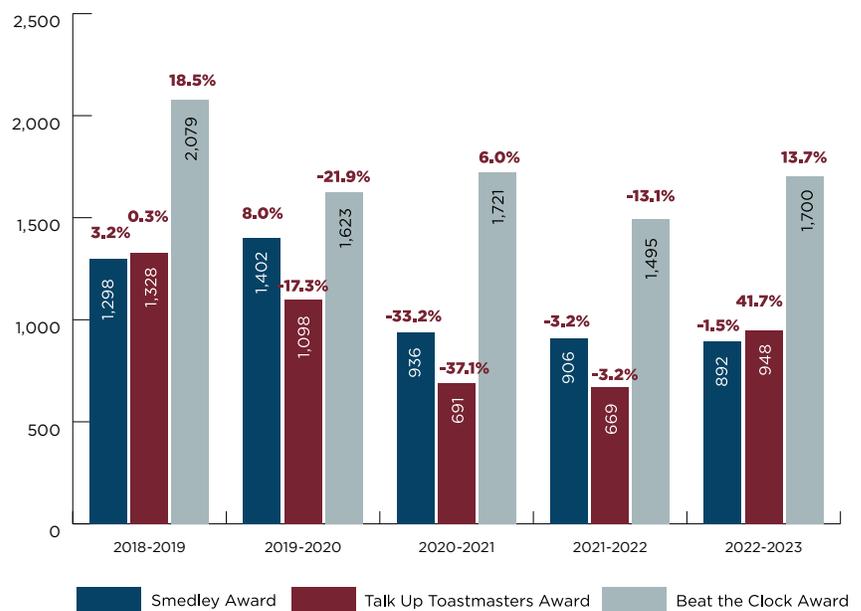
Average Club Size as of June 30, 2023



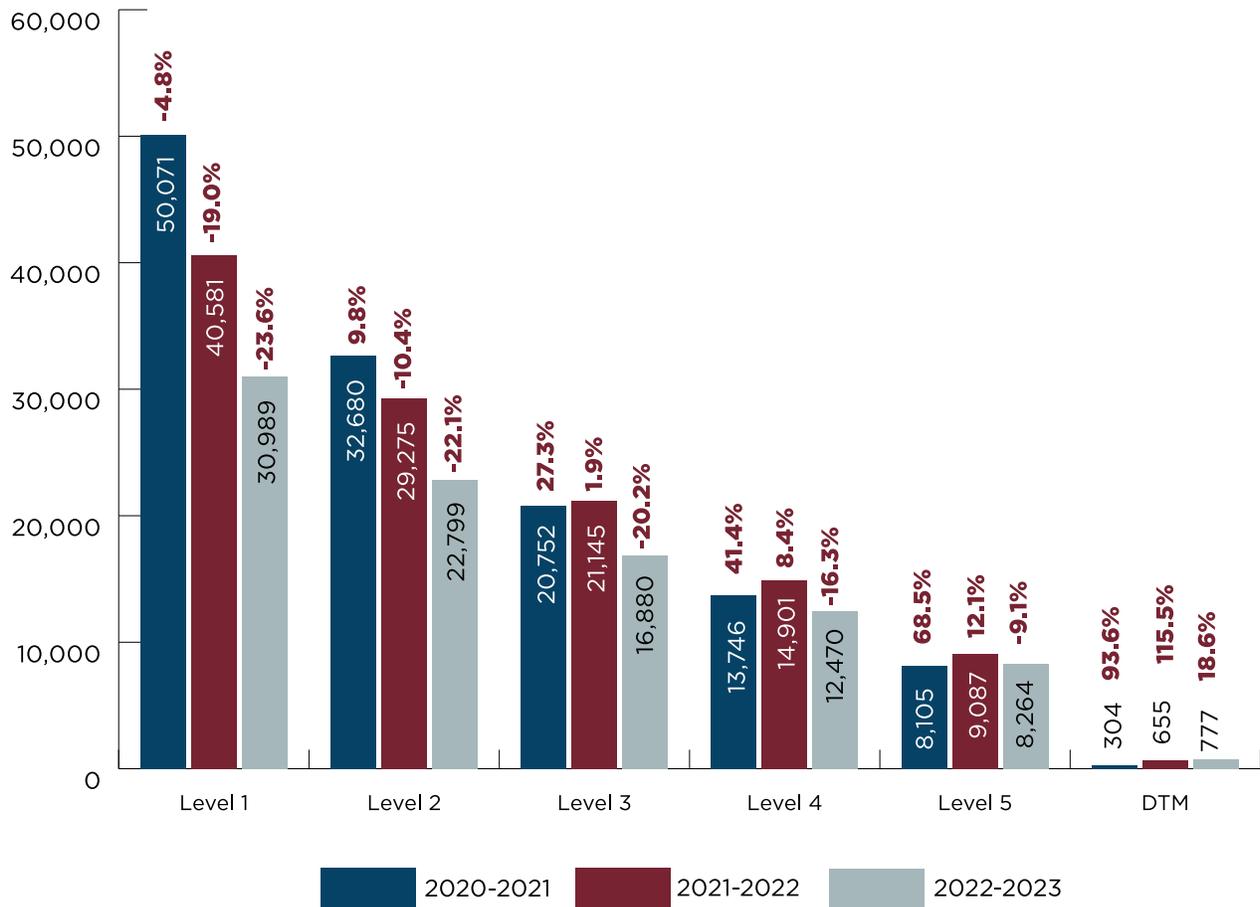
Average club size is calculated as the number of paid memberships in a District divided by the total number clubs with members in that District as of June 30. Beginning in 2022-2023, the District Club Strength award recognizes Districts that increase their average club size by 10% or more. Overall, organization club strength improved from 16.5 to 17.2 in 2022-2023, a growth of 4.2%.

Membership Building Awards

Toastmasters' membership building programs encourage clubs to grow membership throughout the program year. They award clubs for adding five new, dual, or reinstated members at specific points in the year and come with a discount code for club orders from the Toastmasters Online Store. This year, 3,540 membership building awards were earned by clubs across the organization.

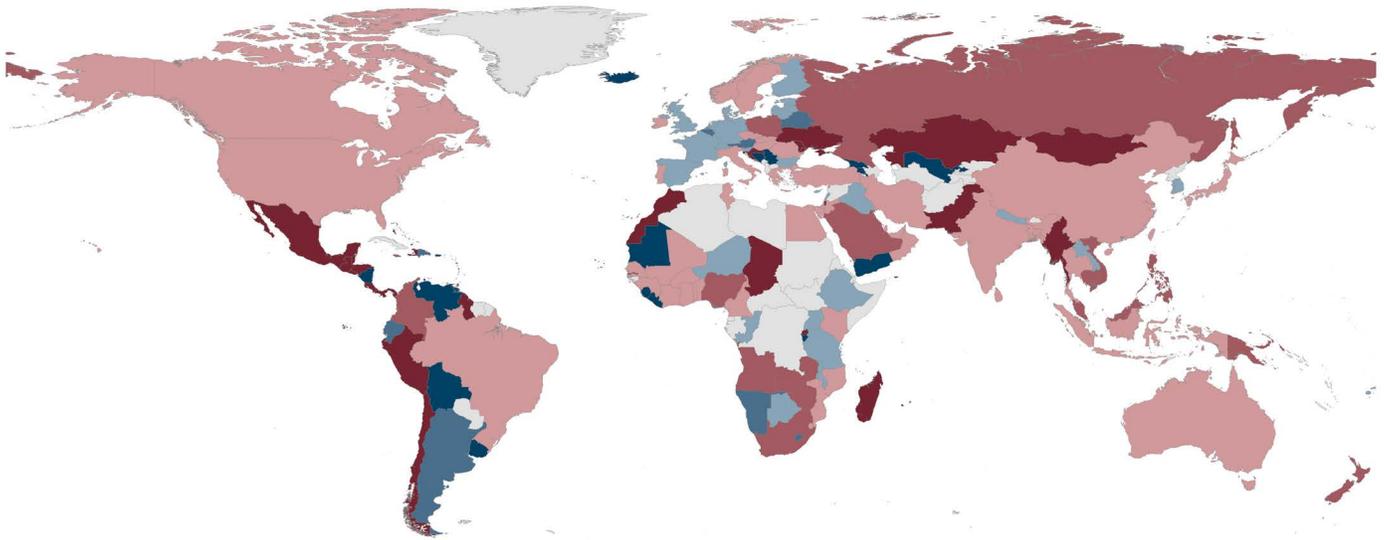


Educational Achievements

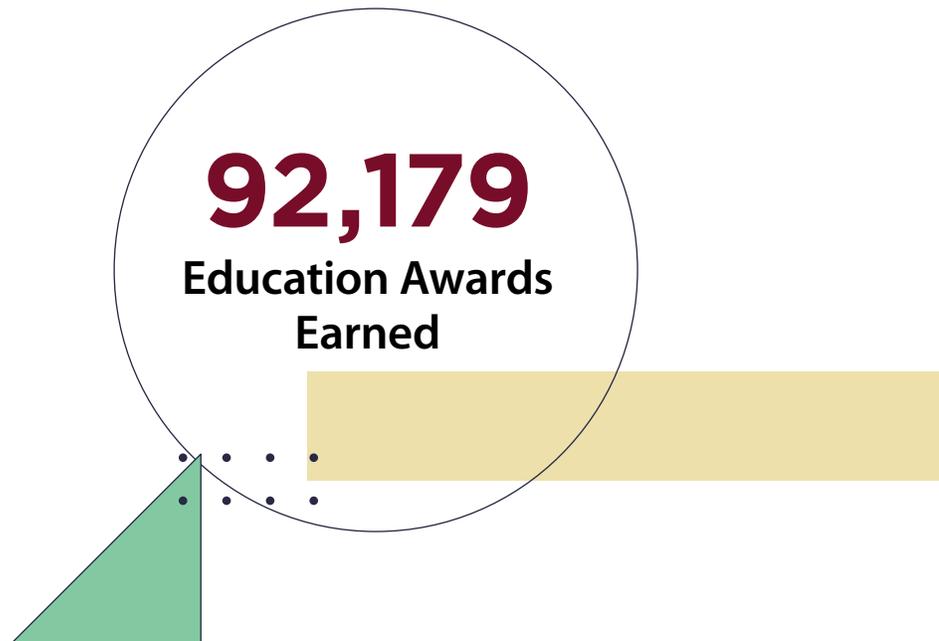
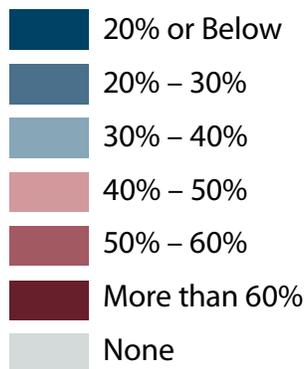


Toastmasters members earned over 90,000 levels during the 2022–2023 program year. A further 777 members became Distinguished Toastmasters, an increase in that award achievement by 18.6%.

Education Awards by Country

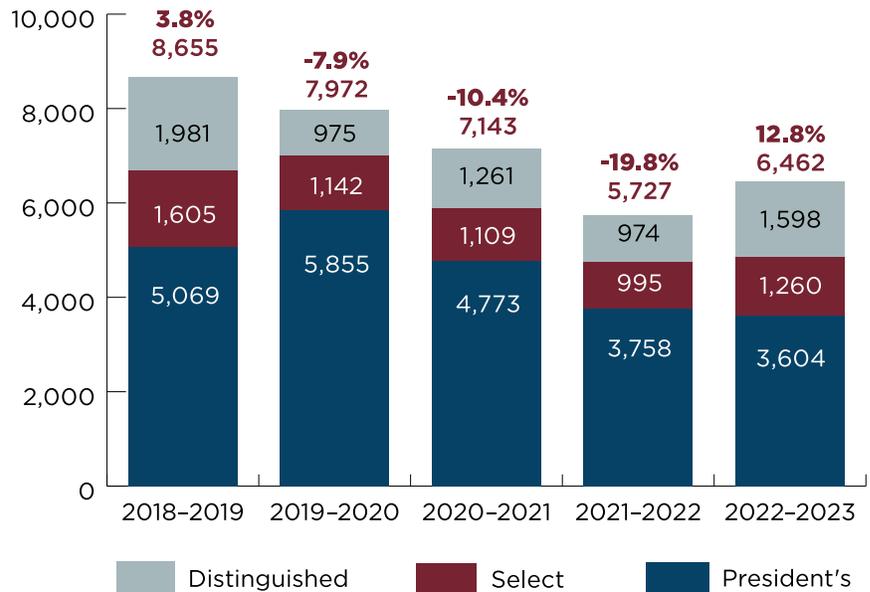


Education Awards Earned by Country
% of Membership

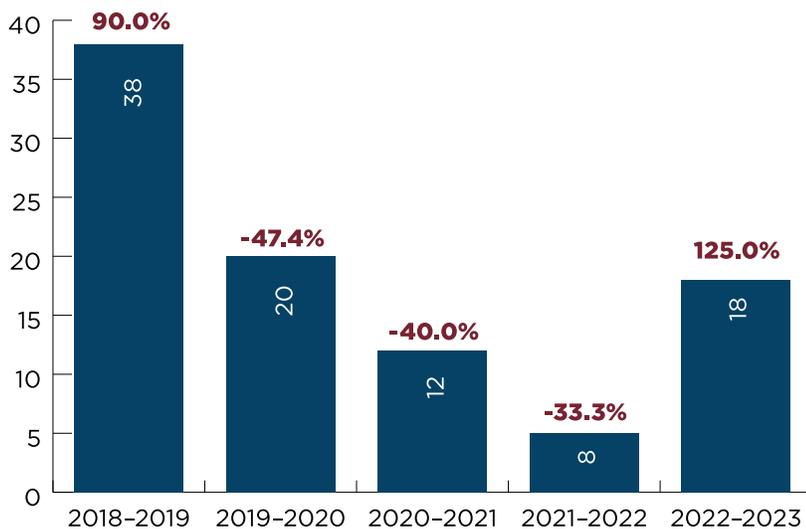


A total 6,462 clubs reached Distinguished, Select Distinguished, or President’s Distinguished in the 2022–2023 program year. Strong club quality is a keystone for the organization; 45.3% of all clubs gaining an award in the Distinguished Club Program demonstrates the organizational commitment to club quality.

Distinguished Clubs as of June 30, 2023

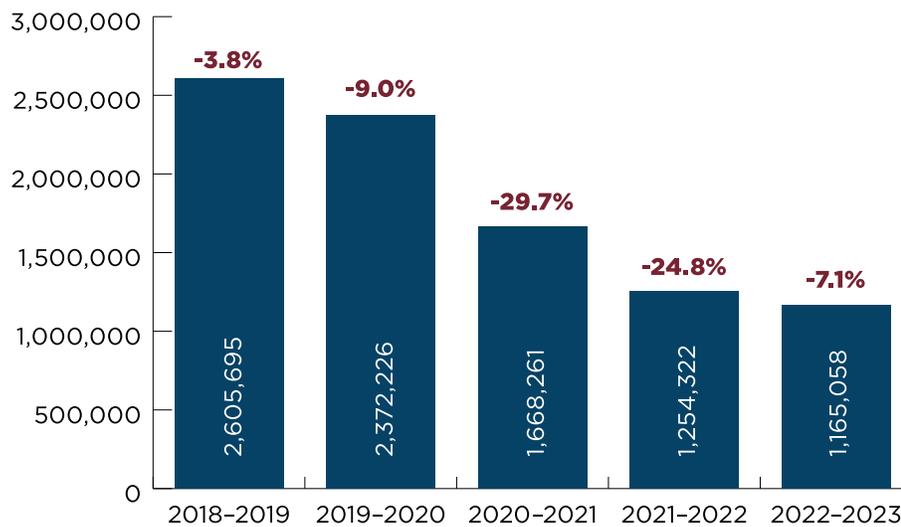


Distinguished Districts



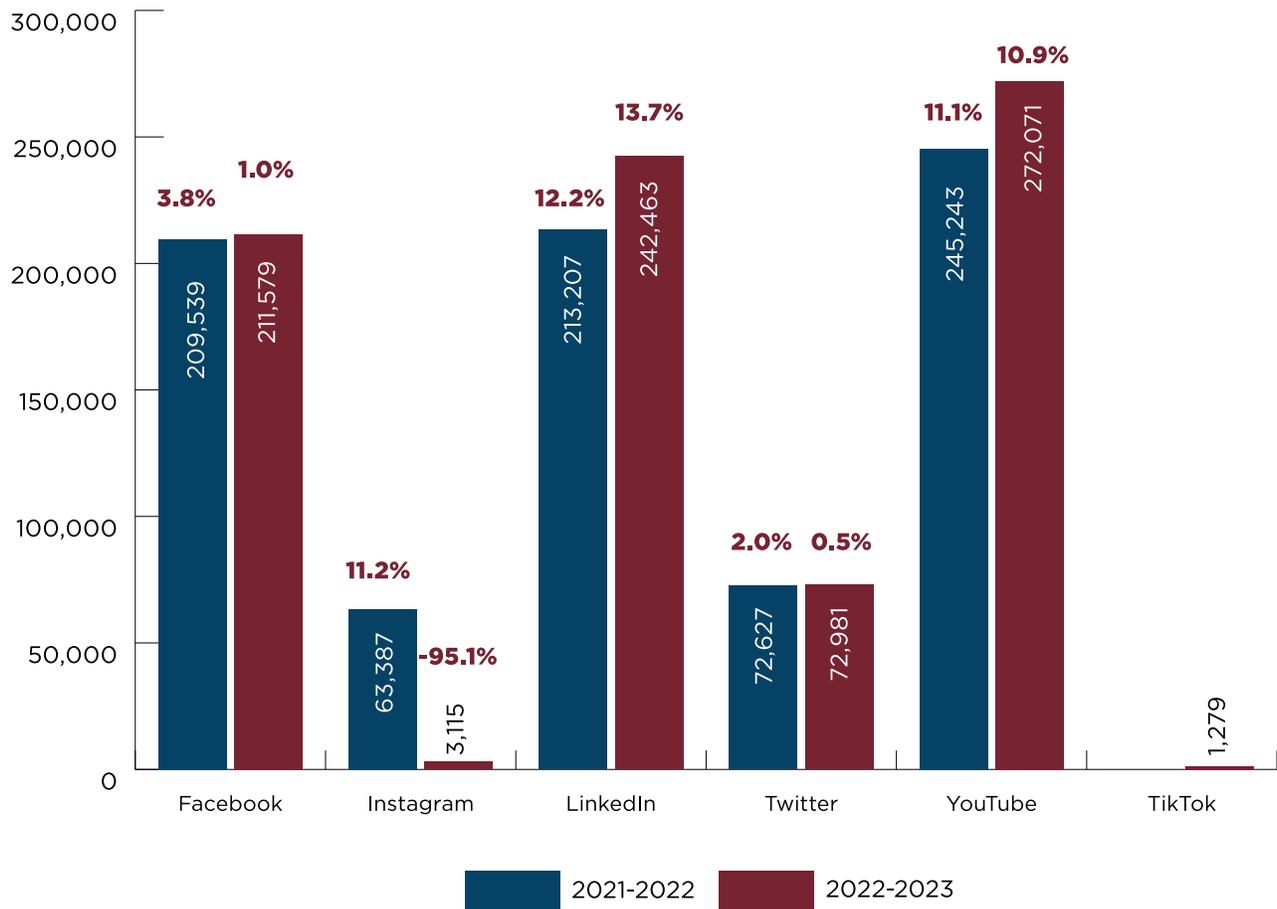
Eighteen (18) Districts achieved recognition in the District Recognition Program in 2022–2023, up 125.0% compared to last year. The District Recognition Program incorporates District administration, club and member growth, and club achievement.

Education and Product Sales as of June 30, 2023



Education and product sales includes path purchases, convention store purchases, and other educational materials and store purchases. This category was affected by the Toastmasters Online Store being offline for part of the program year. In 2022–2023, this category fell by 7.1% compared to 2021–2022 with total sales of \$1,165,058 USD.

Social Media



Toastmasters continues to expand its social media presence. A new official Toastmasters Instagram account (@toastmastersofficial) launched in mid-2022 and has gained over 3,000 followers. In early 2023, a Toastmasters TikTok account was created, also with the @toastmastersofficial handle. Over the last year, the organization’s social media growth has come primarily from LinkedIn and YouTube, with over 10% growth on both platforms.

2022–2023 Milestones

777

Distinguished Toastmaster Awards

8,264

Level 5 Awards

14,271

Paid Clubs

266,554

Members

6,462

Distinguished Clubs

50.79

Net Promoter Score

18

Distinguished Districts

91,402

Level Awards Earned

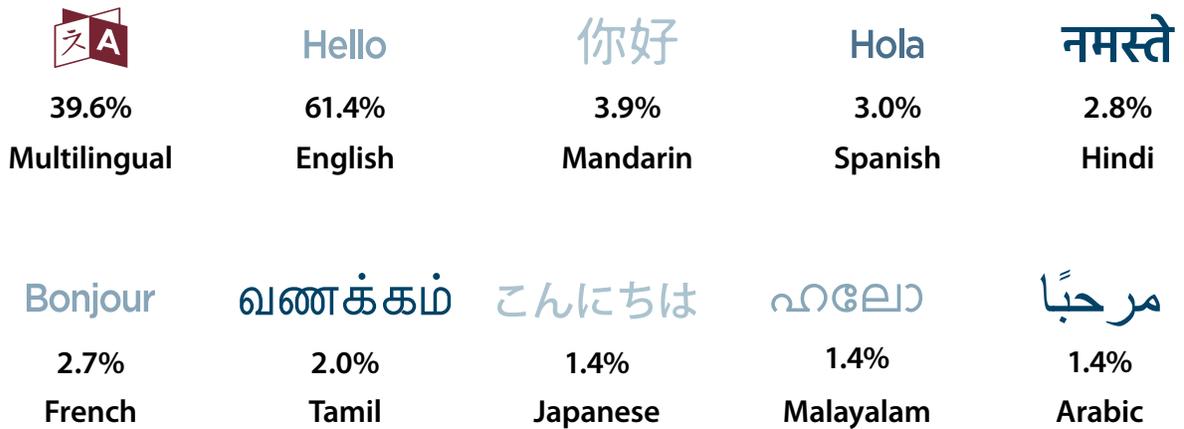
148

Countries

Member Demographics

Member Survey Results

Languages



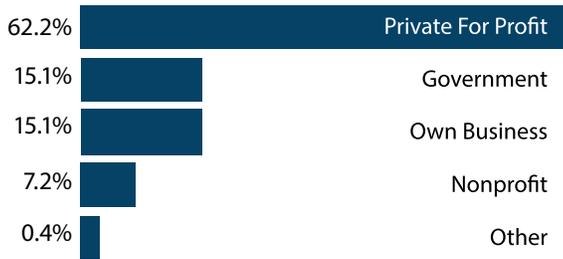
93.6% "Toastmasters has helped me meet my goals"

Industry

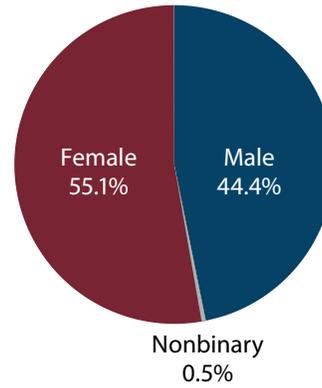


8.8 out of 10 Willingness to recommend Toastmasters

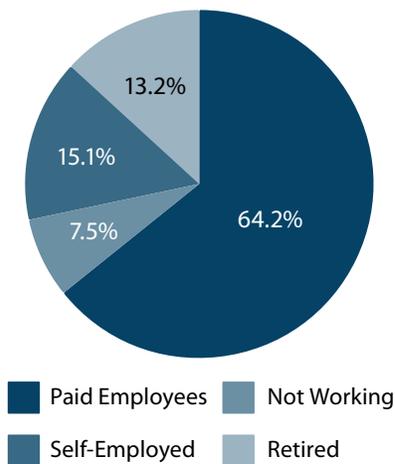
Business



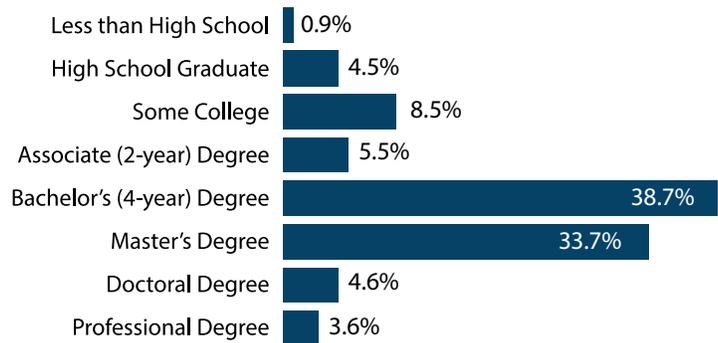
Gender



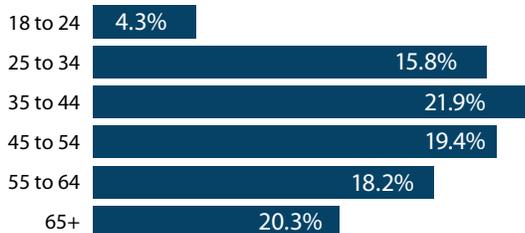
Employment



Education



Age



Toastmasters Demographic Survey, May 2023

- 5,614 Active members participated
- 18.71% Response rate
- 94.05% Completion rate
- ±1.29% Margin of error

Pathways

In March, the Board of Directors shared that the Pathways learning experience will be moving to a new and improved learning management system (LMS) in the first half of 2024. An LMS is the online portal where members access educational content, and the new LMS offers much more functionality to improve the user experience with Pathways. It will also give the Education Team more agility to implement content changes over time. In fact, with this new LMS, projects will have a completely new look and feel along with a new navigation experience and minor content updates. These changes were implemented based on feedback from a focus group of committed members, member feedback to World Headquarters, and data from member and nonmember surveys.

With the new Pathways LMS, members will have an easier time navigating in the system, launching paths, and working through projects. They will also be able to access Pathways on mobile devices, with a mobile app to follow in the future. Pathways will be friendly and accessible to members who are Visually Impaired, and completed level and path approvals will be automatically submitted for recognition in Club Central. Members will also finally be able to share learning accomplishments directly to social media!

Based on member feedback and data, the new LMS will launch with six paths:

- Dynamic Leadership
- Engaging Humor
- Motivational Strategies
- Presentation Mastery
- Persuasive Influence
- Visionary Communication

Anyone who starts a different path before the launch of the new Pathways LMS will still be able to access educational content, complete projects, and receive credit for path and level completions in that path. The path simply won't look like, or include, updated Pathways content after the transition to the new LMS.

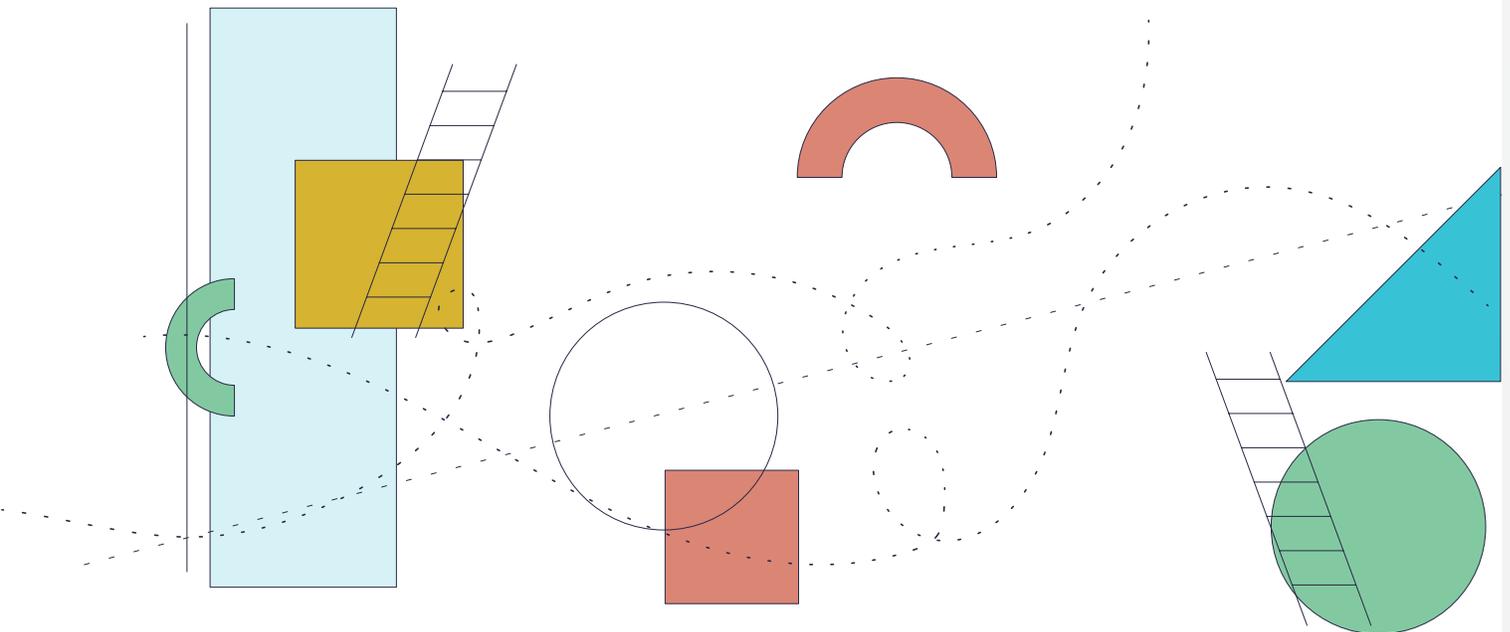
Following the launch of the new LMS, there will also be a completely new educational offerings, called "explorations," to give members more flexibility. These explorations will each consist of a small collection of projects that provide targeted focus on a specific topic.

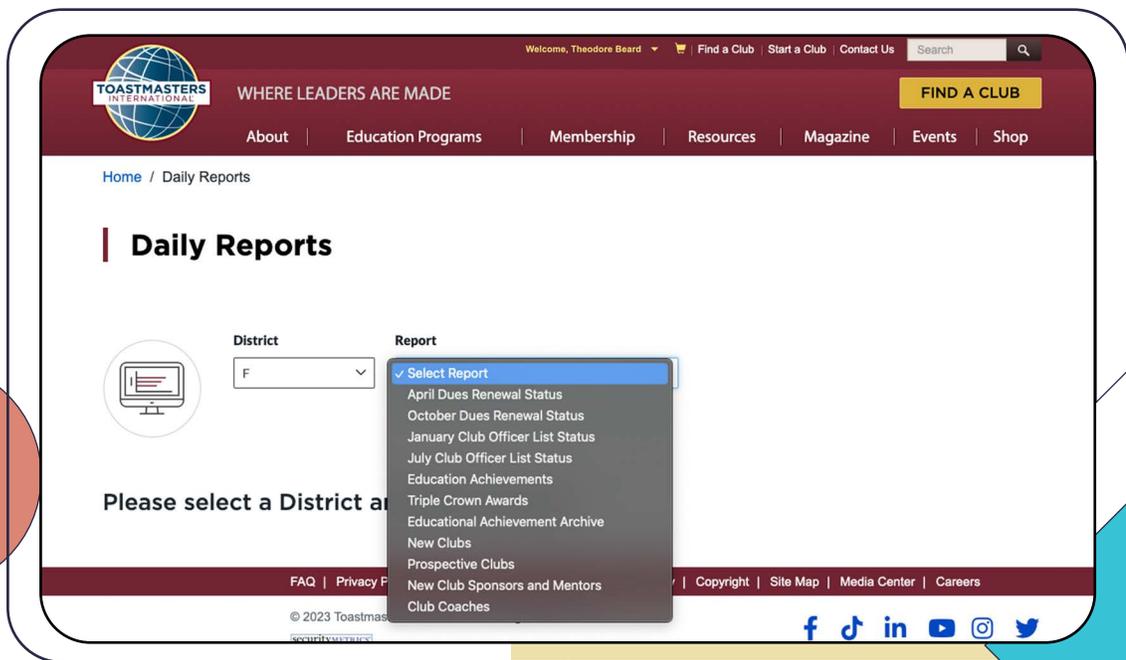
The new LMS will launch with content in six languages:

- Arabic
- English
- French
- German
- Simplified Chinese
- Spanish

Again, any members who are working in a path in a different language before the launch of the new LMS in 2024 will still be able to access educational content, complete projects, and receive credit for path and level completions. World Headquarters will also work to ensure that Districts that would like to translate new content into other languages are supported in forming District Translation Teams.

Overall, transitioning Pathways to a new learning management system is a foundational step to improving the Toastmasters educational experience, implementing updates that members have requested, and ensuring that future updates can be routinely implemented.





Online Member Experience

The March 2023 edition of the CEO Report discussed several new online features, including Self-Pay, My Home, Yoodli, and Meeting Tools. Since then, the focus of web adaptations has been to improve existing functionality. For example, since the Self-Pay release in February, a new report has been developed to help club officers track membership payments (the Membership Transaction Report).

The Information Technology Team has also received valuable feedback about the updated Club Success Plan that was released in September. Based on member feedback, work is underway to enhance the overall experience with the form. District leaders may have also noticed that the look and feel of the Daily Reports function has also been updated, and there is a new Club Growth Report to help District leaders track overall growth in their respective Districts.

The team will continue to make improvements to online functionality largely based on member-provided feedback.

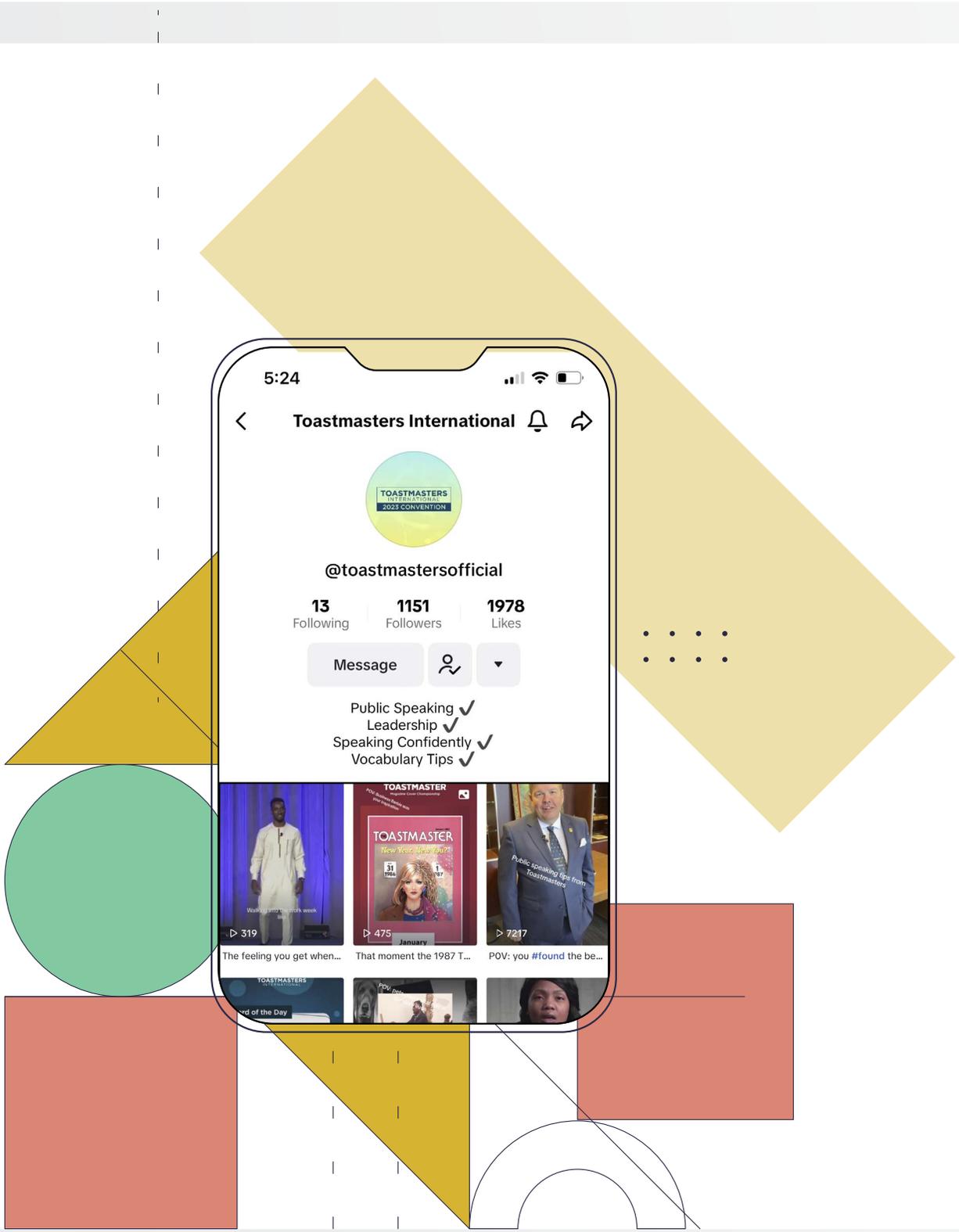
Social Media Update

Toastmasters International has continued to increase the brand's social media presence across multiple platforms, promoting brand awareness and membership growth. Content focuses on sharing public speaking tips, leadership tips, and *Toastmaster* magazine articles.

In 2023, Toastmasters launched a TikTok account (@toastmastersofficial) to market and promote Toastmasters to a younger audience. TikTok has become a powerful marketing tool that can reach a wide audience while promoting brand awareness. In just a few months, the Toastmasters TikTok account has gained over 1,000 followers and is the fastest-growing Toastmasters International social media account.

Throughout the past year, Facebook, LinkedIn, and Twitter have all seen significant growth in followers. LinkedIn has become one of the most popular social media sites members use to share Toastmasters information, events, tips, and articles. When members share Toastmasters content to their social networks, it helps boost brand awareness to nonmembers, supporting long-term growth.

To continue Toastmasters' social media growth, the Social Media Team creates videos that range between 15 and 90 seconds to highlight the importance of Toastmasters for personal and professional development. The videos also share leadership and public speaking tips and use relevant social media trends to boost viewership with social media algorithms.



World Headquarters

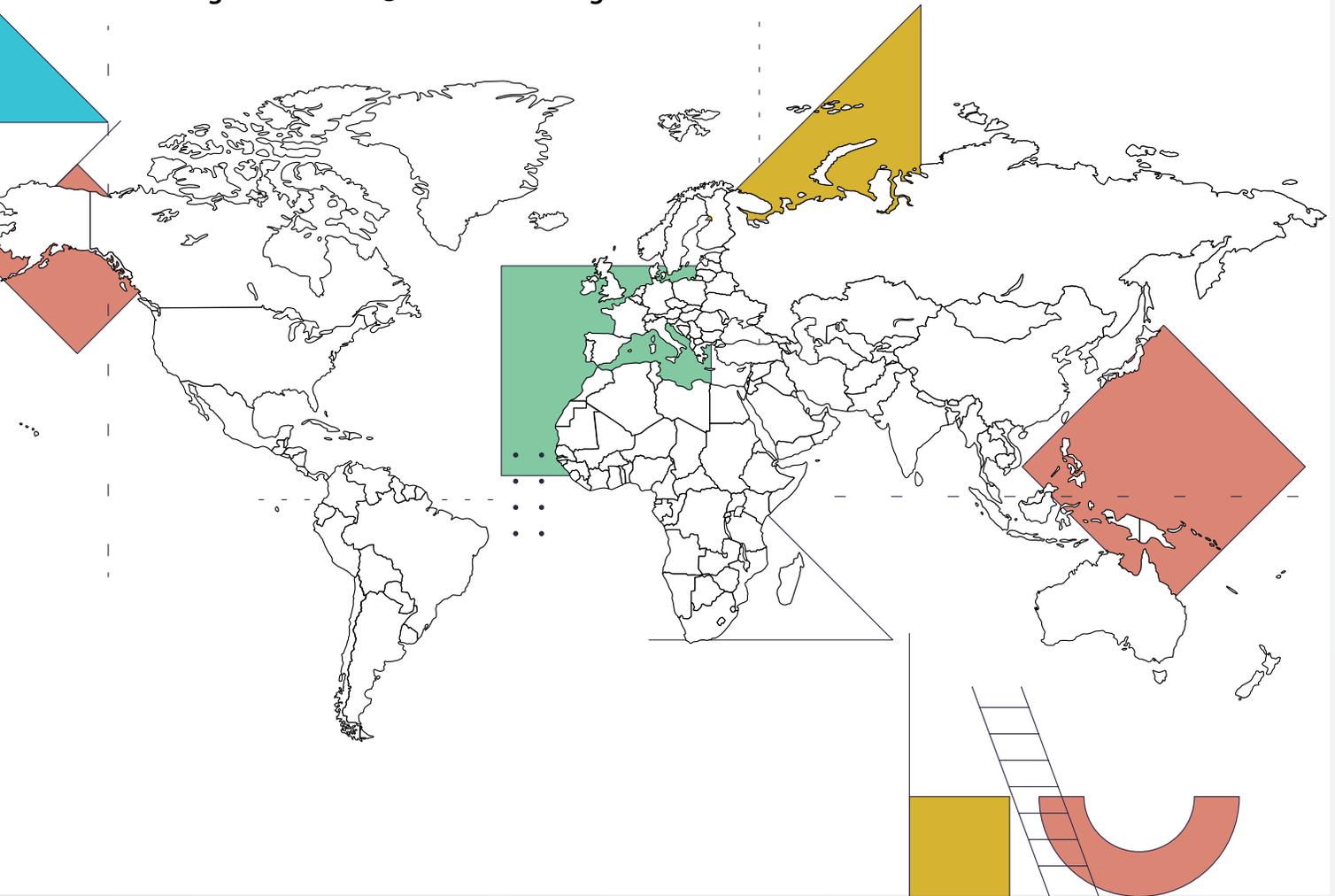
World Headquarters has steadily worked to increase staffing to improve the overall level of service that can be provided to members. In the last year, World Headquarters has increased staff to 138 team members across all departments. This dedicated nonprofit staff works to support the experience of each member, drawing largely on member feedback.

The increased number of staff includes the small, but growing, Club Quality and Member Support (CQMS) Team. The CQMS Team has a variety of responsibilities to support the member experience, including providing service to the over 10,000 combined calls, emails, and chats that the team receives monthly. The CQMS Team is exploring and implementing options to improve response times, including alternative staffing initiatives, system improvements, and enhanced training protocols. In the meantime, the team is continuing to provide additional support to clubs and members in other ways.

For example, the CQMS Team is collaborating closely with the Information Technology Team to identify system and order issues members are experiencing, to test solutions, and to assist with functionality enhancements. The team is also implementing additional club and member resources in digital formats to make them instantaneously accessible. Furthermore, the CQMS Team provides communication to members around the world through regular email distributions, website FAQs, and updates to the Toastmasters International website self-help widget.

Additionally, work is underway to improve shipping times and costs around the world. The member and leader experience with ordering products has been adversely affected by the complexities of shipping to other countries from the United States, especially with customs delays. To solve these global shipping challenges, World Headquarters developed the Preferred Logistics Vendor Pilot Program.

The Preferred Logistics Vendor Pilot Program partners with District leaders worldwide to identify local vendors that can receive and fulfill orders directly within their country. The program launched in May to all countries outside of the United States and Canada. Currently, there are vendors based in Australia and India contracted to participate in the program. Further expansion to clubs and members will be considered based on the success of this pilot program. To be eligible for the program, vendor candidates must complete an application showing they can meet key requirements. If you are a District leader interested in learning more about this program, please contact your Region Advisor or logisticsservices@toastmasters.org for more information.





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