



## CLUB GROWTH DIRECTOR

As the club growth director, you are responsible for all aspects of marketing, club-building and club-retention efforts within the district. This includes defining an overall marketing strategy for the district, developing outreach and retention efforts with existing community and corporate clubs and penetrating new markets. Additionally, the club growth director supports challenged clubs and helps them to become Distinguished.

Together with your district leadership team, you participate in District Leader Training, Mid-year Training and online training via the District Leader Tutorials on the Toastmasters International website.

To be club growth director, you must have served at least six consecutive months as club president and at least 12 consecutive months as a program quality director, club growth director, division director or area director. Once you serve as club growth director for a full year, you may not be re-elected to the same office for a succeeding term. See **District Administrative Bylaws**, Article VII: Officers.



### CLUB GROWTH DIRECTOR RESPONSIBILITIES

#### Marketing Strategy

The club growth director develops a marketing plan in conjunction with district team members. This marketing plan introduces new initiatives and guides the district in meeting membership and club-growth objectives.

With the district director's approval, the club growth director appoints members to chair club growth committees, such as the club extension chair, club quality chair, club retention chair and club new source research chair. These positions form the district marketing team. Once formed, these committees help the club growth director to design, develop and implement district marketing projects.

As the brand steward at the district level, the club growth director is responsible for ensuring that the district adheres to Toastmasters International brand standards.

#### Membership and Club Growth

As club growth director, you recruit, train and supervise a strong club-building team; you work closely with the region advisor to meet the district's membership and club-building goals.

In collaboration with and subject to the approval of the district director, the club growth director appoints committee chairs as necessary to aid in the organization of new clubs in the district.

It is your responsibility, as club growth director, to assist the club and the district director to appoint club sponsors, mentors for new clubs and club coaches for existing clubs that are struggling. Once appointed, you train, motivate and supervise the club sponsors, mentors and coaches and manage the Club Coach program to help weak clubs achieve recognition in the Distinguished Club Program.

For a full list of club growth director competencies, visit [www.toastmasters.org/districtleadercompetencies](http://www.toastmasters.org/districtleadercompetencies).

## Club Growth Director Resources

District Leader Tools	<a href="http://www.toastmasters.org/districtleadertoolkit">www.toastmasters.org/districtleadertoolkit</a>
Club Growth Director Handbook (Item 110)	<a href="http://www.toastmasters.org/110">www.toastmasters.org/110</a>
Toastmasters marketing resources	<a href="http://www.toastmasters.org/marketingresources">www.toastmasters.org/marketingresources</a>
District marketing team	<a href="http://www.toastmasters.org/districtmarketingteam">www.toastmasters.org/districtmarketingteam</a>
Logos, Images and Templates	<a href="http://www.toastmasters.org/logos">www.toastmasters.org/logos</a>
Membership-building programs	<a href="http://www.toastmasters.org/membershipbuilding">www.toastmasters.org/membershipbuilding</a>
Club Mentor Program Kit (Item 1163)	<a href="http://www.toastmasters.org/1163">www.toastmasters.org/1163</a>
Club Coach Program	<a href="http://www.toastmasters.org/clubcoach">www.toastmasters.org/clubcoach</a>
Sponsor, mentor and coach training materials	<a href="http://www.toastmasters.org/sponsormentorcoachtrain">www.toastmasters.org/sponsormentorcoachtrain</a>
District Leader Tutorials	<a href="http://www.toastmasters.org/districttutorials">www.toastmasters.org/districttutorials</a>
Governing documents	<a href="http://www.toastmasters.org/govdocs">www.toastmasters.org/govdocs</a>
<i>Managing District Finances: A Guide for District Leaders</i> (Item 1307)	<a href="http://www.toastmasters.org/1307">www.toastmasters.org/1307</a>

### Division, Area and Club Administration

The club growth director monitors division, area and club administration to ensure forms, reports, lists and other information are submitted to World Headquarters in a timely manner. This includes the **Area Director's Club Visit Report** (Item 1471) and club officer lists.

As club growth director, you provide quantitative feedback regarding district progress at district leadership meetings.

### District Executive Committee

The club growth director is the third-ranking member of the district executive committee, presiding over that body and the district council in the absence of the district director and program quality director.

Each month, you report on the activities of the district marketing team to the district executive committee. It is your responsibility to delegate and hold district marketing team members accountable.

## Article VIII: Duties of Officers

### a. In General

The district officers shall have such obligations, responsibilities, and duties as may be set forth in policies prescribed from time to time by the Board of Directors or in the [Articles of Incorporation](#) or [Bylaws of Toastmasters International](#), in these administrative bylaws, or in standing rules or policies adopted by the district council of this district. The authority delegated by the Board of Directors of Toastmasters International to district officers to act as stewards of Toastmasters International's resources in the district is subject at all times to the ultimate direction of the Board.

### b. District Director

The district director shall report to and take direction from the district council in matters pertaining to district organization, programs, and procedures, but the district director shall be ultimately responsible to the Board of Directors in the exercise of his or her powers and duties. The district director shall uphold and promote the purposes of Toastmasters International in the district. As the representative of Toastmasters International, the district director, personally and through the program quality director and club growth director, shall carry out the programs approved by the Board of Directors and the district council. The district director presides at all meetings of the district council and the district executive committee; fills such appointive offices as are provided for in these administrative bylaws, subject to the approval of the district executive committee and confirmation by the district council; authorizes withdrawals of district funds, in the manner and to the extent provided in [Article XII](#) of these administrative bylaws; and must approve all withdrawals chargeable to the district on the books of Toastmasters International. By the published deadlines, the district director shall submit to the Board of Directors any reports that may be required by the Board of Directors. The district director shall provide to each member club in this district and to World Headquarters, copies of the adopted budget, the report of the audit committee, and such other reports as the Board of Directors from time to time may require. The district director shall furnish World Headquarters with such information as the Board of Directors from time to time may require before the district shall be eligible to withdraw funds of Toastmasters International authorized by the Board of Directors for district activities and operations.

### c. Program Quality Director

The program quality director is the second-ranking member of the district executive committee, and presides over that body and the district council in

the absence of the district director. The program quality director assists the education committees of the member clubs and areas and divisions of the district in utilizing the educational programs and materials of Toastmasters International and has the responsibility for: promoting and supporting club quality and member retention; the training of all division, area and club officers; the preparing and conducting of educational programs for district conferences; the supervising and coordinating of district-wide speech contests; and the formulating of specific educational recognition programs. The program quality director shall attend district council meetings.

**d. Club Growth Director**

The club growth director is the third-ranking member of the district executive committee and presides over that body and the district council in the absence of the district director and program quality director. The club growth director is responsible for the development, direction, and coordination of an overall marketing plan necessary for building new member clubs; the increase in individual membership and retaining clubs in the district; the recruitment and training of district marketing teams; and the formulation of specific membership building recognition programs. The club growth director shall attend district council meetings.

**e. Public Relations Manager**

The public relations manager serves under the direction of the district director and is responsible for the development and administration of a public relations program that will provide improved understanding by individual members of clubs and the public of the opportunities available for personal development in the Toastmasters International Communication and Leadership Programs.

**f. Division Directors**

The division directors shall coordinate the activities of area directors within the division and provide area officers with a supervisory head for counsel, information, and service.

**g. Area Directors**

The area directors shall be responsible for the member clubs within their areas and shall represent the district director and, if applicable, the division director to the clubs in their areas. As presiding officer of the area council, the area director shall hold regular area council meetings, and shall appoint (or provide for the election by clubs in the area of) an area staff for the conduct of area activities between area council meetings. The area director shall perform such other duties as the district director and district council may prescribe.

**h. District Administration Manager**

The district administration manager shall have custody of this district's

administrative bylaws and all other records and documents of this district; shall keep the minutes of the meetings of the district council and district executive committee; and shall transmit the same to the successor. The district administration manager shall have charge of all district correspondence, and shall perform such other duties as may be prescribed by the district director or district council.

i. **District Finance Manager**

The district finance manager shall have charge of all funds and other personal property of the district and shall transmit the accounts and all undistributed funds to the successor. The district finance manager shall disburse all funds upon order of the district director, as provided herein, and shall perform such other duties as may be prescribed by the district director or district council.