

TOASTMASTERS
INTERNATIONAL

District 10 Incentives

2023 – 2024

Storming, Norming & Forming D10 Members!

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Give the Gift of Toastmasters

Such great value but we are losing ground sharing the gift of Toastmasters!

- From 2015 through 2020
 - STEADY DECLINE by 4% in paid clubs, 8% in payments, 4% in distinguished clubs
- From 2020 through 2023 □
STEADY DECLINE by 16% in paid clubs, 20% in payments, 16% in distinguished clubs

Retain – Retain – Retain is 1st goal!
Forming new clubs is 2nd goal!



First Timer Incentives



- ✓ Engage newer members
- ✓ Drive clubs towards Distinguished
- ✓ Encourage stepping into Leadership

The first time incentives are in three categories

1. First time Distinguished Club (since July 1st 2020) - **\$50/merchandise**
2. First time Club Officer* (since July 1st 2020) - **\$30/merchandise**
3. First time Icebreaker* completion in any Path (since July 1st 2020) - **\$25/merchandise**

Incentive Period **July – March**

- Three winners **each** drawn from each category -
 - Draw winner in April/May
- Member/club must be in good standing
- 3 winners per draw X 3 categories = **9 winners**

Total Budget = (\$50+\$30+\$25)x3 winners = \$315

** Member must be in good standing*

Pathways Project Incentives – Engage!



- ✓ Engage tenured members
- ✓ Drives clubs towards Distinguished
- ✓ Pair with district service (for projects)

- Incentive Period July – March
- Complete **any Level** – win **\$30/merchandise**
- Winner* drawn from award pool

- 1 chance for each completed Pathway LEVEL per TI records (*more levels = more chances!*)
- 3 winners total

Total Budget = \$30 x 3 winners = \$90

- * Member must be in good standing

Individual & Club Incentive – Early Renewals!

Anticipate issues
with \$60 dues!

EARLY RENEWAL
INCENTIVE!

- ✓ Goal is to retain, not lose club memberships if in good standing now
- ✓ Incentivize individuals and clubs/club officers *(to encourage early renewals)*

- Early renewal by **February 29th**, 2024
- Individual – 3 prizes
 - 1 free **D10 Conference Access** (in-person) -\$100
 - 2 free **TI 100th Year Virtual Convention** Access! (online only) – around \$50
 - 5 X \$15 TI Gift Certificates or TI Grey Tumbler**Budget = \$100x 1 in person ticket + \$50x2 virtual tickets + 5X\$15 gift certificates= \$275**
- Club (**At least 8** members renew early to maintain club in good standing)
 - Winning clubs drawn from award pool
 - 3 winners drawn
 - \$100 TI Gift Certificate or **Portable Lectern**
 - **Budget = \$100 x 3 winners = \$225**

Long time Member appreciation



- ✓ Goal is to recognize and incentivize long time members
- ✓ Celebrate commitment to Toastmasters!

- Individual – 3 prizes (lucky draw)
 - Membership* data will be **analyzed** to figure out the starting level for membership milestones.
 - E.g.: 5 years, 10 years, 15 years etc.

Budget = 3 winners X \$50 Gift certificate/merchandise = \$150

**Member must have completed at least one level in the last 5 years to be eligible.*

STILL IN DRAFT MODE

Team Incentive – Communicate, Lead, and Grow!

STILL IN DRAFT MODE



- **Goal – 2 clubs chartered** by June 30, 2024
- Incentivized steps for 3-person team
 - Promote and coordinate Demo Meeting* = \$30 TI Gift Cert each (3 person team)
 - Charter Club (20 members?) = \$50 TI Gift Cert each (3 person team)

Budget (\$30+\$50) X 3 = \$80X3 = \$240

Total budget \$240 x 2 clubs = \$480

**Leverage existing strong clubs meeting slots to showcase Toastmasters*

- ✓ #ForTheLoveOfToastmasters
- ✓ Connect members across district
- ✓ Incentivize using the chartering process steps
- ✓ Promote success (often we forget by year's end)

Other incentives

Club Coach Role (signup by **Dec 2023**, get Distinguished by **June 2024**) - \$25 certificate X 3 coaches

Fun Winter incentive – Build a Toastman!

Build a real snowman and add some TI elements to it. For e.g. - add an alarm clock to make it a 'timer' snowman :-)

Have members submit pics. 2 winners X \$25 certificate for most funny/elaborate snowman.

Total Budget: \$25X3 + \$25X2 = \$125