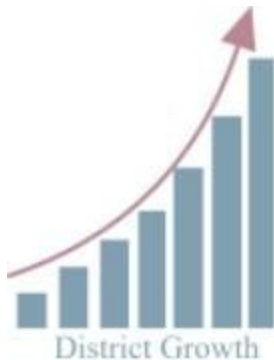




BE THE DIFFERENCE!



## MAKING A DIFFERENCE AS CLUB GROWTH DIRECTOR



As the club growth director (CGD), formerly the Lt. governor marketing, you are responsible for all aspects of marketing, club-building, and member-retention 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 CGD supports challenged-clubs and helps them to become a [Distinguished Club](#). Together with your district leadership team, you participate in District Leader Training, Mid-year Training, and online tutorials. Your first resource directly related to managing the district is the:

[District Leadership Handbook](#)

As club growth director, I recommend you assemble a 'CGD Kit': a portable file carrying case (plastic) that contains items useful at any and every district function: training, contests, conferences, or visits. This would consist of the district leadership handbook mentioned above; all the Club Officer manuals (in case you or another Toastmaster might have to conduct training with little notice); a gavel, contest rulebook, timing cards (or red, green, yellow file folders), a stop watch, an extension cord, CC and CL manuals, district calendar, and a list of all district officers (with addresses, phone numbers and emails). And here are some links to some very valuable resources:

- [Attract and Retain New Members](#)
- [Club Building Strategy Guide for Districts](#)
- [Club Growth Direct Handbook](#)
- [Contest Rulebook](#)
- [Corporate Info Flier](#)
- [Demonstration Meeting Guidelines](#)
- [Develop Your Leaders from within](#)
- [Features, Benefits and Values Chart](#)
- [How to Build a Toastmasters Club](#)
- [How to Rebuild a Toastmasters Club](#)
- [Membership Building Contests](#)
- [Membership Building Kit](#)
- [Marketing Flier](#)
- [Membership Growth](#)
- [Pathways Tutorial/Pocket Guide](#)
- [Portable File](#)
- [Publicity and Promotion Handbook](#)
- [Sponsoring Organization Flier](#)
- [Toastmasters International Membership Application](#)

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