



Messages from the District



Fellow Toastmasters,

We are in the third month of the term. How are your clubs doing? How are the educational achievements? How many new members have you introduced to your clubs? These same questions were posed to the delegates in Las Vegas during the TI convention. This shows that the success of clubs depends on the educational and membership goals. Please monitor your club's progress with your club success plan and work towards it

The Semi-Annual Convention in Melaka is in October. If you still have not registered, please do so now! Encourage your members to join as well. It is at these conventions that members would get motivated and have the opportunity to network and learn from other Toastmasters. Check out the [convention's website](#) now to register. See you at the Melaka Semi-Annual Convention!

Sue Chan, DTM
District Governor



Dear Fellow Toastmasters,

Warm greetings from your Lieutenant Governor Education & Training.

We have just concluded the TLI training, and all the past and present senior district officers have also shared their experiences as leaders. After these sharing, what is next?

For the club officers, you have the tools in your hands and now you have to go forth and share these tools with your club members. We talked about moving ahead with members' personal growth in mind, so keep that in focus. It is essential to ensure that every member develops personally to be able to see those changes taking place. Keep track with the club's educational goals, as well as the members' educational goals without compromising on quality. Remember to be proactive rather than reactive when dealing with club members' needs whilst seeing them grow.

With the contest season currently in mid gear, the clubs/areas/divisions are also having a busy time, juggling with their respective responsibilities. It is during these trying times that the learning takes place, and before you know it, the trying times are over, leaving you with lots of rich experiences to take home. It is worth the effort that you have put!

So my friends, this is just a portion of the rich experiences that you will gain in your Toastmasters journey, as often quoted by experienced Toastmasters in their testimonies. In a nutshell, there is more to gain than to lose in your Toastmasters journey.

Also, please check out the forthcoming Semi-Annual Convention 2011 in historical Melaka at : <http://melaka19sac2011.wordpress.com>

This is an event that I am pretty sure you would not want to miss but to add into your cumulative experience!

Cheers.

Ramdas Nayar, DTM
Lt. Governor Education & Training



Fellow Toastmasters,

We ushered in the term 2011-2012 with clear 'expectations'. "Toastmasters. Serve with Passion" was almost like a "call out" to all district leaders, reminding us of the responsibilities that come with the respective roles.

The District's mission, as outlined by Toastmasters International, is to **enhance the performance** and **extend the network of clubs**, thereby **offering greater numbers of people the opportunity to benefit from the Toastmasters educational program**.

Achieving both our educational and membership goals would propel the District to move forward.

Club and membership growth remains a critical success factor, and it makes good sense to utilize our resources to build new clubs, nurture existing members and groom new members.

District 51 Marketing Goals 2011-2012:

- 80% membership renewals
- 8 new members for each club
- Net gain of one (1) club per area
- Building strong clubs
- Helping 80% of weak clubs (12-15 members) to regain charter strength
- Rescue 70% of the critically weak clubs (below 12 members) that want to be saved.

Working alongside Toastmasters International's membership building campaign, District 51's **Marketing Plan** encompasses initiatives to help us achieve our goals in:

1. Membership Retention (Membership Renewals and New Membership)
2. Building New Clubs
3. Rebuilding Weak Clubs

The District has already rolled out "[Passion Drive 1 & 2](#)" to attract new members, encourage membership renewals and build new clubs during the months of July, August and September 2011. It looks like we are getting favourable response and we are looking forward to reward clubs and divisions that make "Passion Drive 1 & 2" a success.

In the coming months, the Marketing Team will be introducing more exciting marketing initiatives to encourage membership retention, building of new clubs and rebuilding of weak clubs. The 2011-2012 Marketing Plan will be posted in the [District website](#) soon.

Kiang Faang Pyng, DTM
Lt. Governor Marketing