



Club Growth Director Report

Sameer Deshmukh, DL5 – April 2024

This year, District 15 has been dedicated to building new clubs and supporting existing ones to achieve robust membership growth. We have initiated a renewal and re-energizing effort to establish new clubs and increase community awareness to attract more members. Our goal was to establish 4 new clubs before June 30th, 2024. Currently, we have 3 clubs in formation working towards charter strength, with several more in the initial stages of pre-demonstration meetings.

Clubs in Formation:

Chinden Chatterboxes (Idaho Tax Commission),
Copper Communicators (Salt Lake City)
Zion Bank Club (Salt Lake City)

Clubs Expressions of Interest / Pre-Demonstration Meeting:

Pocatello Community Club (Greg Alvord),
Salt Lake City -Correctional Facility & Boise - Correctional Facility,
Caldwell Chamber of Commerce,
Corporates: Paylocity corporation, Simplot corporation, Lamb Weston

New Clubs can be in-person, online, hybrid. New Clubs can be community based, corporates or interest groups. building new clubs in your workplace or community, please reach out for assistance by emailing your requests, questions and new club ideas to cgd@district15speaks.org

Club Coaching Program:

Clubs with fewer than 12 members have the opportunity to request a coach to assist their executive officers in strengthening their membership back to Charter strength of 20. Please submit google form <https://tinyurl.com/yhtyhha9> if your club seeks a club coach.

Shout out!

Let's give a shout out to our club building and support team members:

George Kleeb (District 15 Extension Chair), **Current club coaches:** Apollo Moser, Helen Hankins, Matt Podgorski, Steve Piet, Christine Groberg, **Future coaches:** Jaysee Jimenez, Keith Tondro, Ken Jenkins, Candi Fitch **Demo Meeting team:** Deborah Whitman, Marsha Davis, Greg Hawkins, and **Mentors:** Annette Krause, Maria Cervantes, Paul Durham, Sarra Idehen & Melissa Gledhill.

Marketing Incentives:

Many clubs have utilized Meetup social media advertisements, which are paid for by District 15. Please email if your club would like to utilize this opportunity.

Club Renewals:

Club membership renewals were due at World Headquarters by March 31, 2024 for the 1st April –30th September 2024 period. This is an important deadline for clubs and members to be in good standing to continue to access to the Pathways education program. For those clubs who missed this deadline, please talk to your Area Directors so District understands what is happening and how they can assist clubs to return to good standing. For those clubs who are not renewing, we thank you for your contribution to the District over the years. We want to make sure that the members of closed clubs are welcomed to other clubs so their journey can continue.

