

LIEUTENANT GOVERNOR MARKETING

Mission/Purpose

Under the guidance of the District Governor, makes the benefits of the Toastmasters membership available to greater numbers of people. Plan, develops, implements, and directs short-term and long-term District marketing objectives. Develops and directs programs for new club development, club rescue efforts, Club membership promotion, and membership retention. Promotes high standards of service to the member and to the Club.

Guidance/Authority

- Serve as the third-ranking member of the Executive Committee, presiding over the body and the District Council in the absence of the District Governor and the Lieutenant Governor Education and Training.
- Uphold the Bylaws and policies of Toastmasters International, the District Administrative Bylaws and policies established by the District Council, following them to the best of his or her ability.
- Participate in leadership training and development programs prepared and conducted by Toastmasters International at the Regional Conferences and International Convention.
- In consultation with and subject to the approval of the District Governor, select chairpersons of marketing, membership development, Club rescue, or other committees that promote the growth of Toastmasters within the District.

Standards/Goals

- Ensure achievement of District membership and Club growth objectives and achievement of Distinguished District.
- Develop a sound overall marketing plan in conjunction with the District team members. Focus on making Toastmasters available to more people while also emphasizing a dedication to member service.
- Direct and coordinate the marketing strategies and activities necessary to achieve District growth objectives.
- Direct membership development and retention programs, encouraging achievement of reasonable growth targets.
- Monitor Divisions, Area and Club administration ensuring the prompt submission of complete club semiannual membership reports to World Headquarters; Club officer lists to World Headquarters and District Governor.

- Monitor Area Club Assistance Program and the submission of Area Report of Club Visit Form (Form 1471) to District Governor. In tandem with Division Governors, encourage frequent Area to Clubs in order to strengthen member satisfaction and membership building efforts.
- Implement programs to assist weak Clubs and bring them to a level of 20 or more members.
- Develop a strong District marketing program to build new Clubs in corporations and the community.
- Recruit, train and maintain a strong Club extension team.
- Recruit and train Club mentors and Club specialists.
- Manage District recognition programs that insure that Club and membership builders are recognized by District and the community.
- Work in conjunction with the District Public Relations Officer to maximize District marketing efforts through internal and external promotions.
- Prepare a successor to assume office, completing the steps necessary for an orderly transfer of office by June 30.

Qualifications

The Lieutenant Governor Education and Training shall have served at least six consecutive months as a Club President and at least twelve consecutive months as a Lieutenant Governor, A Division Governor, or an Area Governor or a combination thereof.