

D114

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Let's make  
**Magic!**  
D114



# Public Relations Manager Report

District 114

# Targets

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- To set up a functional Website
- To establish an active social media presence
- Establish networks with the media.
- Establish an email platform for communication with District members
- Release at least 3 newsletters within the Toastmasters year.
- Support program and membership goals throughout the calendar year.
- Train VPPRs on brand strategy, brand guidelines, and member value stories

# Achievements

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- Established and managed a functional website. We linked it with Google Analytics for tracking performance.
- Maintained active social media pages and group. We placed clubs at the centre of our publicity. We set up a LinkedIn page. We scheduled club meetings on Meetup
- Trained VPPRs on brand strategy, guidelines and member value stories. We established coaching in our VPPR group. There is an enhanced understanding of the brand guidelines across the District.
- We have communicated to District members on a monthly basis, and periodically through the Newsletter.
- Established relationships with Kenya media but we still need to develop it further both in Kenya and other regions.

# Challenges

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- Team members attrition
- Members thinking that being a PR manager is just about producing posters. They don't see it as an important part of the overall program strategy hence don't involve PR in setting SMART goals.

# Recommendation

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- Previous PR team members should stay on to help take docket to the next frontier of growth.
- We need specific teams for Twitter, and LinkedIn.
- The media in East Africa is not aware about Toastmasters. We need a dedicated team working with Division Directors to ensure we introduce Toastmasters to the regional media.
- Include branding in both District and Club Officer training. Democratize branding by letting all members understand they are brand ambassadors; it is not reserved for VPPRs or the PRM.



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# CGD April 2021 Report

District 114

# Club Growth Leadership

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**Gilbert Rutebemberwa**  
Club Growth Director



**Alligator Makori, DTM**  
Club Extension Committee



**Moses Waihura**  
Sponsorship Committee



**Mekedela Mekuria, DTM**  
Mentorship Committee



**Joshua Tahinduka, DTM**  
Club Coach Committee



# Targets

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Chartered **18** New Clubs, by June 2021

Achieve **3,472** member Payments to be Smedley Distinguished

Obtain **66** Clubs to be Smedley Distinguished

Maintain an average of **35** members per club

# Achievements

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Item	Target	Achieved	Outstanding
Charter New Clubs	18	12	4
Payments and Renewals	3,472	3,326	146
Clubs in Good Standing	66	62	4
Average Members per Club	35	22.56	12.44

# Challenges

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Members are struggling economically due to Covid-19 effect to businesses and lives

Prospective Clubs that were lined up to Charter could not Charter due to economic hardships

Corporate Clubs are struggling as the sponsors are withdrawing the Funding

# Recommendation

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Incentives should be extended to continuing members to ease their financial burden just like it is being done for the Chartering Clubs

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INTERNATIONAL®

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## **PQD Report, 2020- 2021**

District 114

# Program Quality Leadership

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**Anthony WANGONDU**  
PQD



**Njeri GATHII**  
TLI Chair



**Michelle WANJIRU**  
Training Convenor



**Linet NJERI**  
Conference CONVENOR



**Christine KARUE**  
Club Quality Chair



**Margaret NJOROGE DTM**  
Contests Chair

# Targets

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<b>PQD Targets, 2020/2021</b>						
<b>Metric</b>	<b>DCP Target</b>		<b>ACTUAL</b>			<b>% ACHIEVED</b>
	<b>Smedley</b>	<b>D114</b>	<b>Apr-21</b>	<b>May-21</b>	<b>Jun-21</b>	
Distinguished Club	32	60	26			<b>43%</b>
District Officer Training	15	18	18			<b>100%</b>
C O T (4+) Round 1		68	63			<b>93%</b>
C O T (4+) Round 2		72	56			<b>78%</b>
7 out of 7 Round 1		34	30			<b>88%</b>
7 out of 7 Round 2		36	4			<b>11%</b>
10/10 DCP Goals		30	13			<b>43%</b>
DCP Education Goals		408	225			<b>55%</b>
Members Education Goals		1399	710			<b>51%</b>
Pathways Transition		100%	78.50%			<b>79%</b>
SpeechCraft Sessions		12	0			<b>0%</b>

# Achievements

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## Training

- Program developed and circulated early in the year
- Successful 'Speaker to Trainer' sessions
- TLI organised Club Officer Training
- Moments of Truth Training across the District
- Successful Contest Training

## Distinguished Programs

- 48 clubs with 5+ DCP points, 7 more with 3 or 4 points
- 15 out of 18 Areas set for Distinguished status
- All 6 Division in line for Distinguished status



# Challenges

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Limited physical Training & Visits to critical regions



Inadequate achievement of 'each member, an education goal'



SpeechCraft not launched



100% Pathways adoption not yet achieved



Low Utility of Area and Division PQDs

# Recommendation

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Training and Involvement of Division and Area PQDs from beginning of the program year



Agree deliverables with Division and Area Directors and tabulate/monitor every month



Clear communication with members on training opportunities



Focus on member satisfaction and feed-back



Design member recognition plan at the beginning of the program year

# District Director 2020-2021 Report

- ▶ District 114

# Elected and Appointed – Leaders in Addition to DEC



**Gilbert Rutembeberwa**  
Club Growth Director



**Anthony Wangondu,**  
Program Quality  
Director



**Gladys Muhunyo, DTM**  
District Director



**Lalindra De Silva, DTM**  
Finance Manager



**Harry Karanja,DTM**  
IPP/DLC Chair



**Gathua Muigai**  
Public Relations Manager



**Wacera Irungu**  
Administration Manager



**Jesse Ainebyonna, DTM.**  
Alignment Chair



**Wanjiru Kaburu,**  
MAGIC Ambassador

## Targets

**SMEDLEY Distinguished District!**

**No.1 District in the World!**

*Mentor, Appreciate, Give, Identify and Care*

**Let's make MAGIC**

## Achievements

**Distinguished District!** - Still on track

**No.10 world wide/4<sup>th</sup> in the Region** — Still on track!

*Mentor, Appreciate, Give, Identify and Care*

Can you feel the **MAGIC?**

# Challenges

- Membership retention
- Corporate collaboration
- Publicity outside Toastmasters
- District wide collaboration
- Budgets limits

# Recommendation

