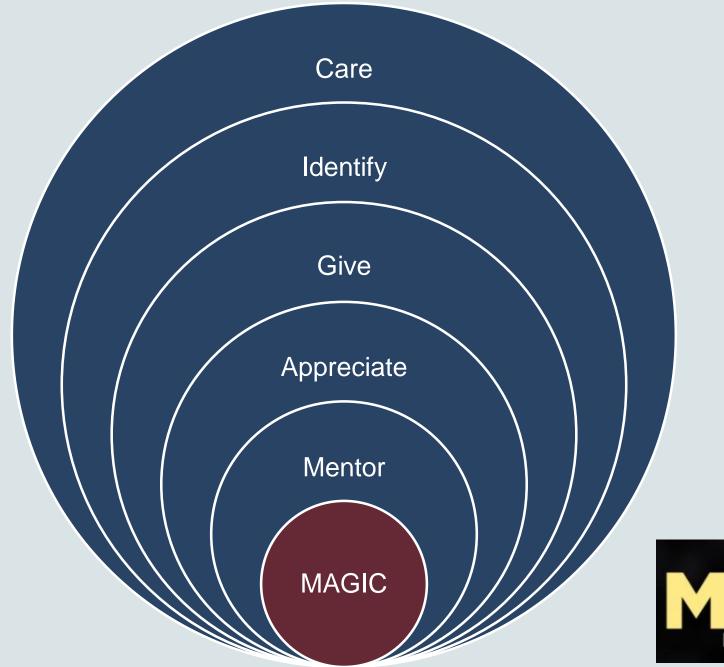


## **D114**







### **Public Relations Manager Report**

District 114



## **Targets**

- 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**

- 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

- 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

- Previous PR feam members should stay on to help take dockets 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 Divison 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.



## **CGD April 2021 Report**

District 114



## **Club Growth Leadership**



Gilbert Rutebemberwa Club Growth Director



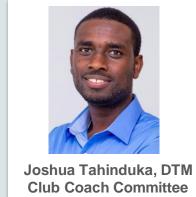
Alligator Makori, DTM
Club Extension Committee



**Moses Waihura**Sponsorship Committee



Mekedela Mekuria, DTM Mentorship COmmittee





## **Targets**

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**

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

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

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

#### TOASTMASTERS INTERNATIONAL

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

District 114



## **Program Quality Leadership**



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**

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



### **Achievements**

### 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



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



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



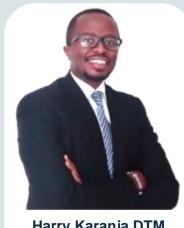
Anthony Wangondu, Program Quality Director



Gladys Muhunyo, DTM District Director

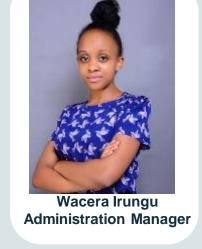


Lalindra De Silva, DTM Finance Manager



Harry Karanja,DTM IPP/DLC Chair







Jesse Ainebyoonna, DTM. Alignment Chair



Wanjiru Kaburu, MAGIC Ambassdor



## **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



