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**“I remember when our district was
one of the top districts in the world.
This year, we’re going to do that again.**

We’ll accept nothing less.”



From the CEO

A few weeks ago, I attended a Toastmasters Officer Training event. It was well-organized and conducted at an appropriately beautiful venue. Several hundred officers were there, and even at 7:30 a.m. on a Saturday, they seemed happy to be together and looked forward to the day ahead.

There were general sessions, sessions for each club officer, sessions for area directors and division directors, coffee, tea, snacks, a very nice lunch, more general sessions, and on it went throughout the morning and afternoon.

I attended a breakout session for vice presidents education. It was led by an experienced Toastmaster who clearly understood club excellence and is an effective trainer. I learned much.

I also attended a session called "Turning Guests Into Members." The facilitator understood that many of those in the room were relatively new members, while others were more experienced. She devised a way to role-play, allowing more experienced members to share insights and newer members to practice.

The program quality director, who is now the district director, was leading (but not managing!) the event. She spoke with vision, passion, motivation, and expectations about club excellence, member achievement, growth, and the year ahead.

She knew that she had few opportunities with the club officers and district leaders, and she, along with the new area and division directors, was determined to take advantage of every opportunity.

At one point during the day, I complimented her on the event and her performance. She pulled me aside and said something I won't soon forget:

"I remember when our district was one of the top districts in the world. This year, we're going to do that again. We'll accept nothing less."

And they won't. She'll lead the way and will ensure the district achieves its goal.

Our organizational performance has, during the last two years, not been the best. Pointing that out is easy. Being part of the solution, at the club, district, and international levels, takes courage. At whichever level you are leading others, the solution method is the same: Envision the successful future, enlist a team and develop a plan, communicate the vision, and successfully implement the plan.

Thank you to all the Toastmasters leaders who, each day, week, month, and year, are contributing to our successful future.



Daniel Rex



By the Numbers

TOTAL MEMBERSHIP AS OF MARCH 31



Membership rose during the 2018–2019 program year to 358,078, a slight increase of 0.1% over the previous year. This marks 25 consecutive years of growth. This chart reflects memberships as of March 31, 2019, and includes dual memberships.

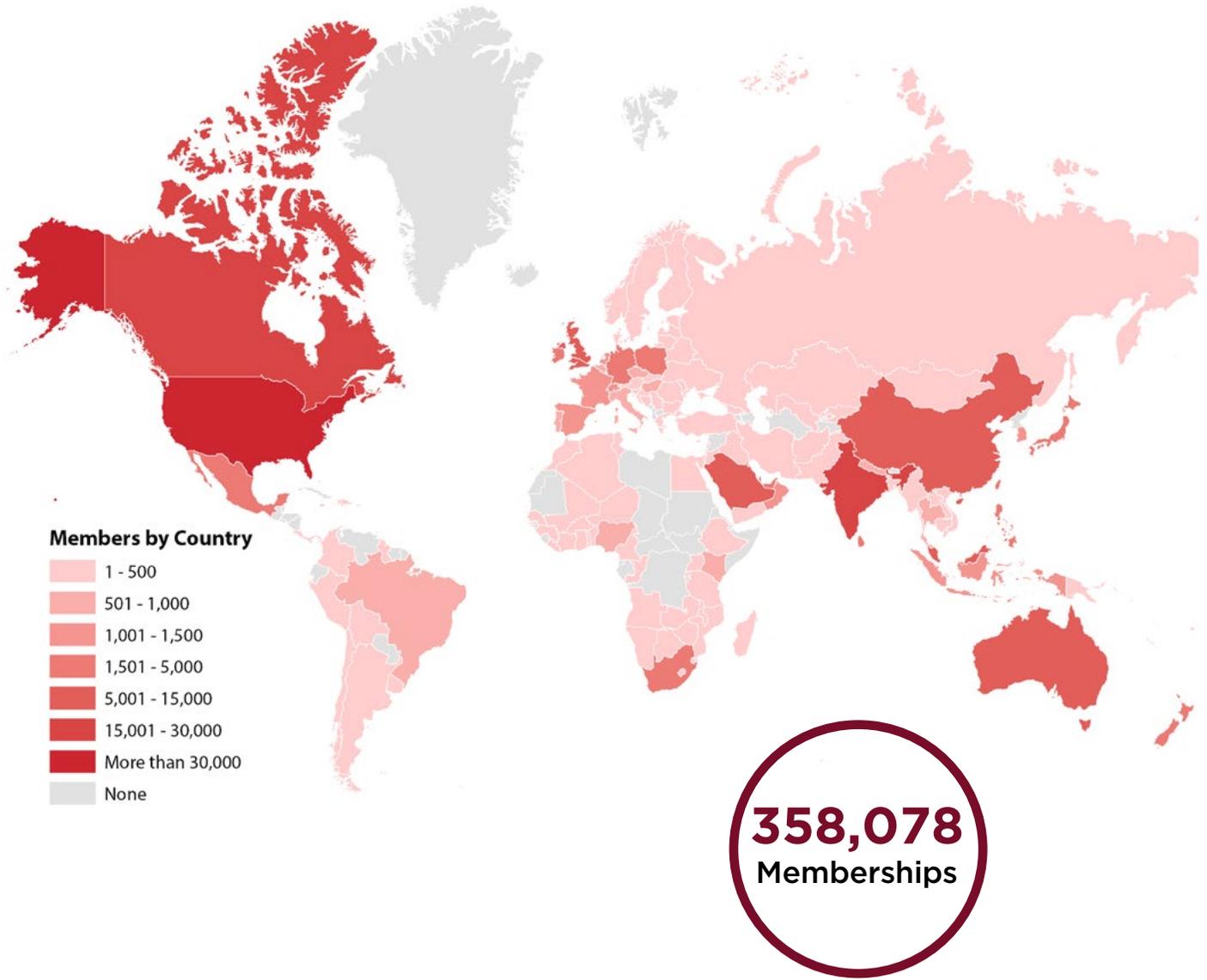


MEMBERSHIP PAYMENTS AS OF JUNE 30



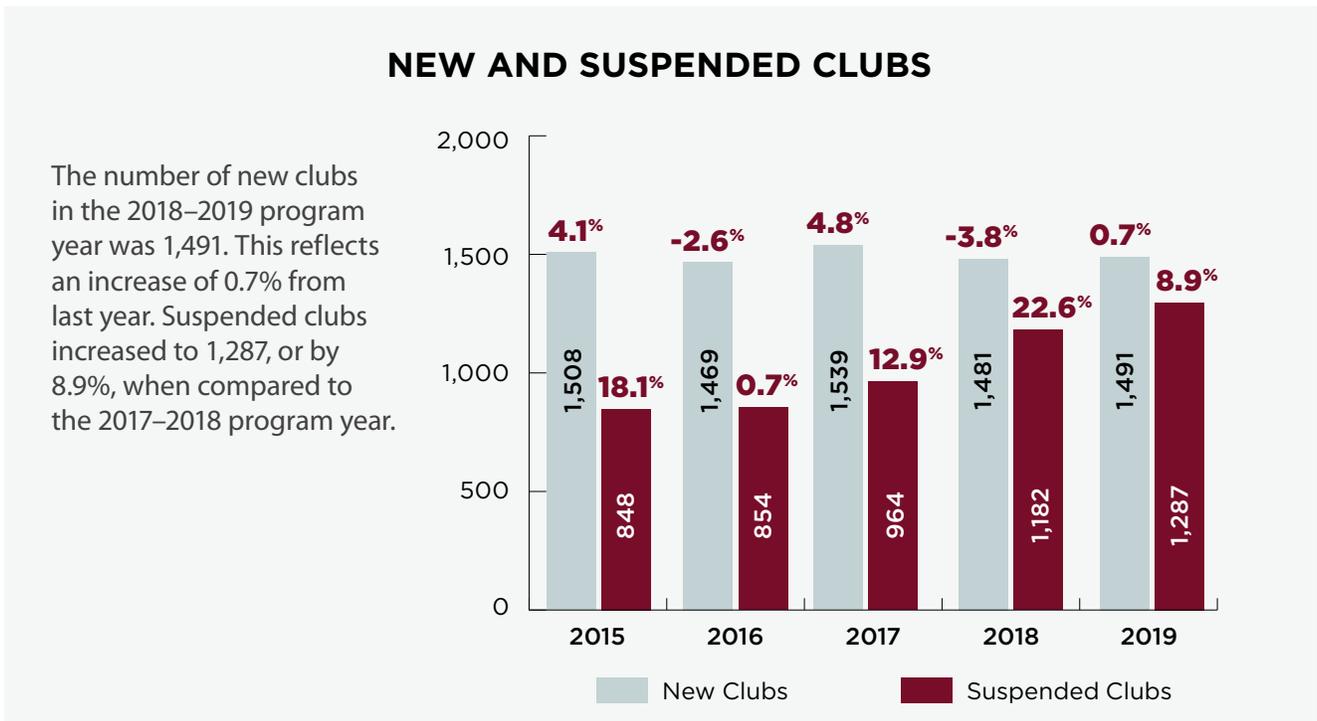
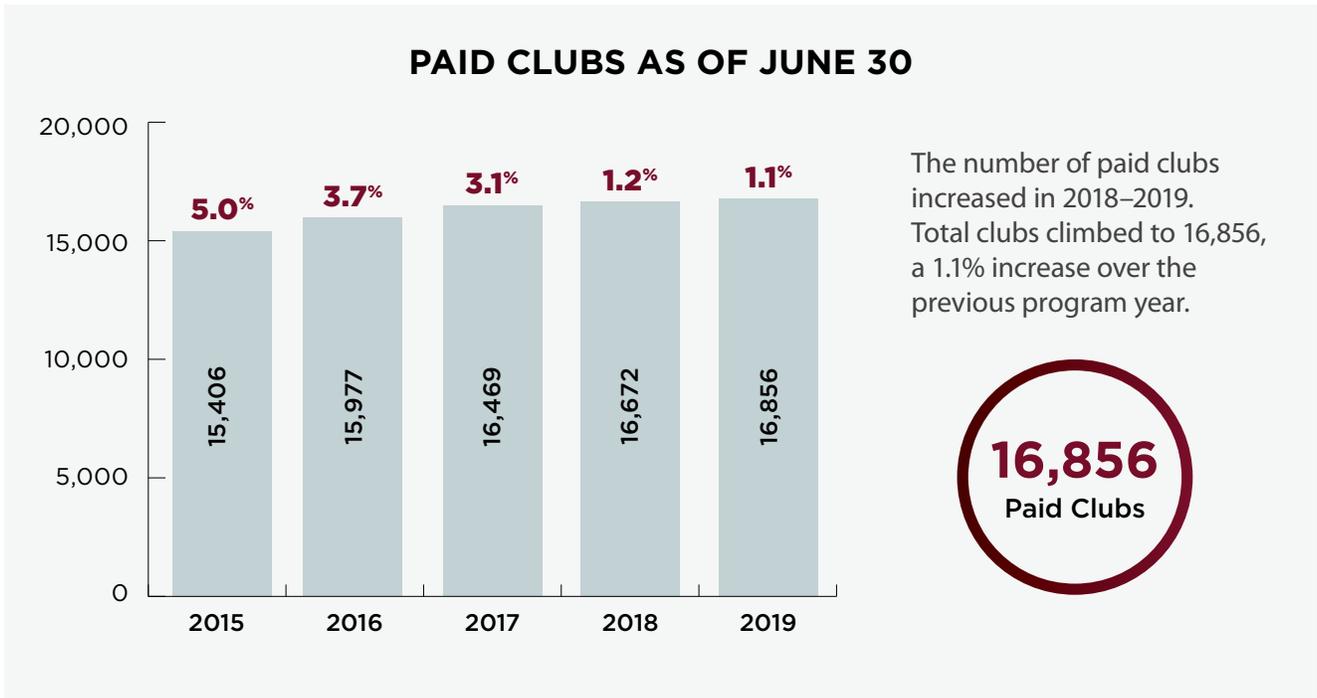
As of June 30, 2019, the number of payments totaled 740,395, an increase of 0.4% compared to the previous year. Membership payments include new, charter, and renewal for the entire program year.

By the Numbers

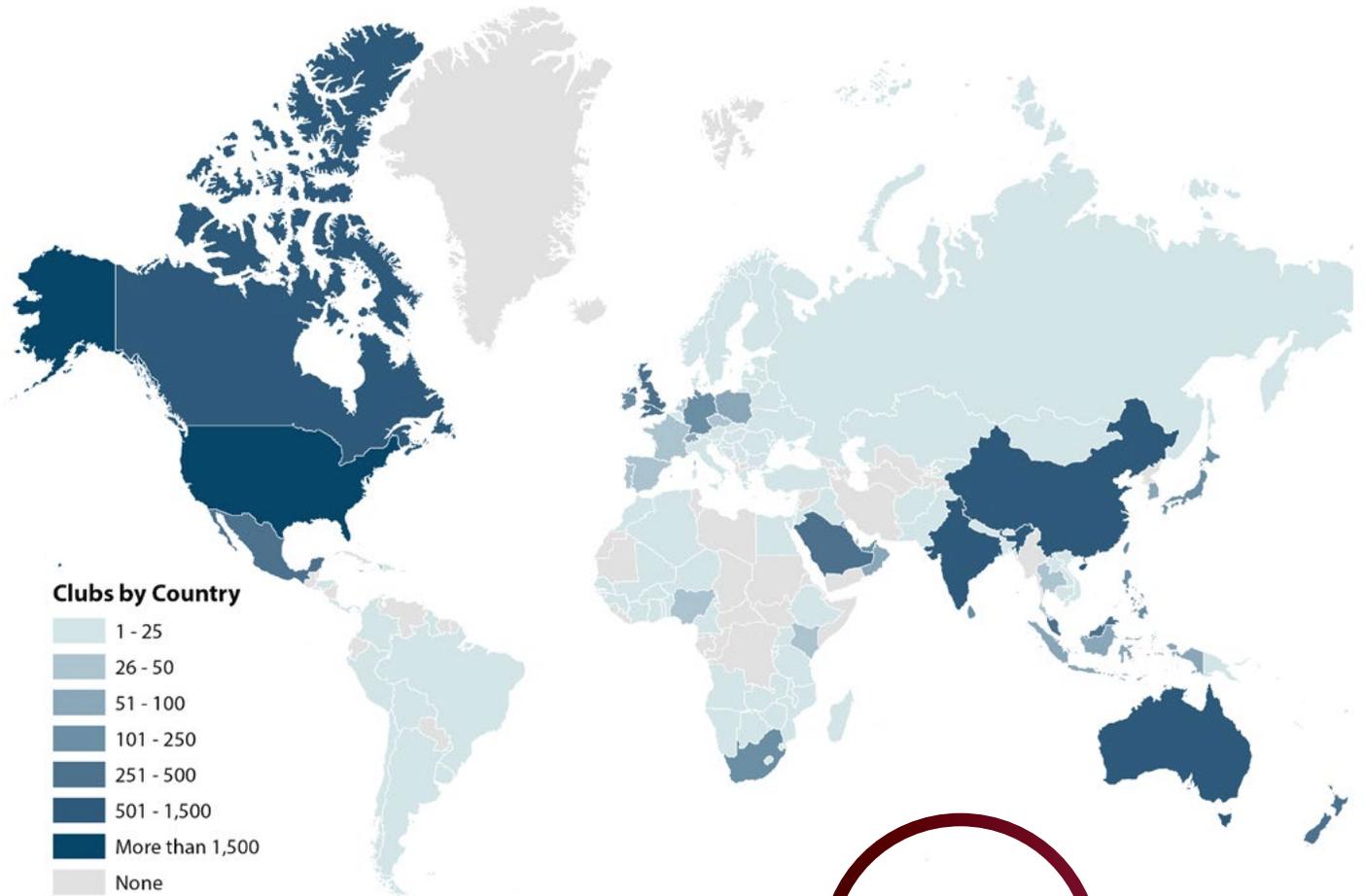




By the Numbers



By the Numbers



16,856
Paid Clubs

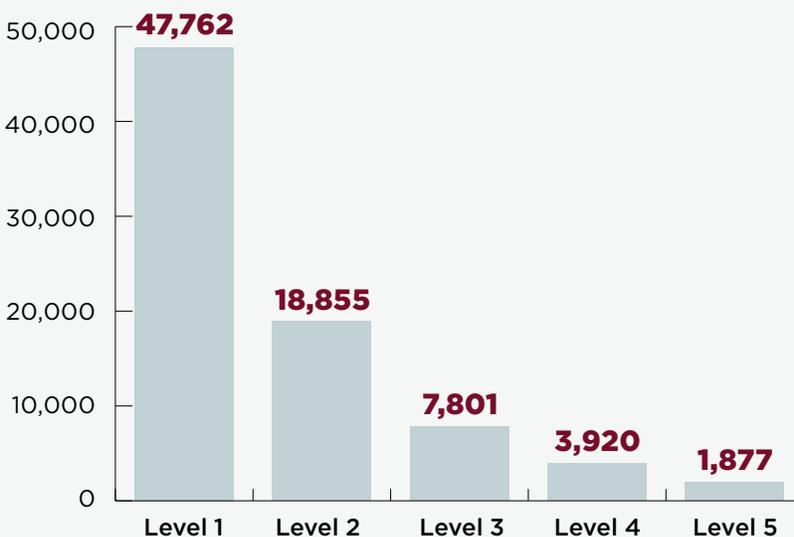
By the Numbers

District Reformations

The districts listed below reformed on July 1, 2019. As a result of sustained growth in membership and clubs, four additional districts will reform soon; districts 37, 46, 82, and 92 are in transition this year and will reform on July 1, 2020.

District	New District	Region	Effective Date of Reformation
33	33 115	Central California Southern Nevada	July 1, 2019
89	89 118	Fujian, Hainan, Hong Kong, Macau, part of Guangdong Remaining part of Guangdong, Chongqing, Gansu, Guangxi, Guizhou, Ningxia, Qinghai, Sichuan, Tibet, Xinjiang, Yunnan	July 1, 2019

PATHWAYS ACHIEVEMENTS

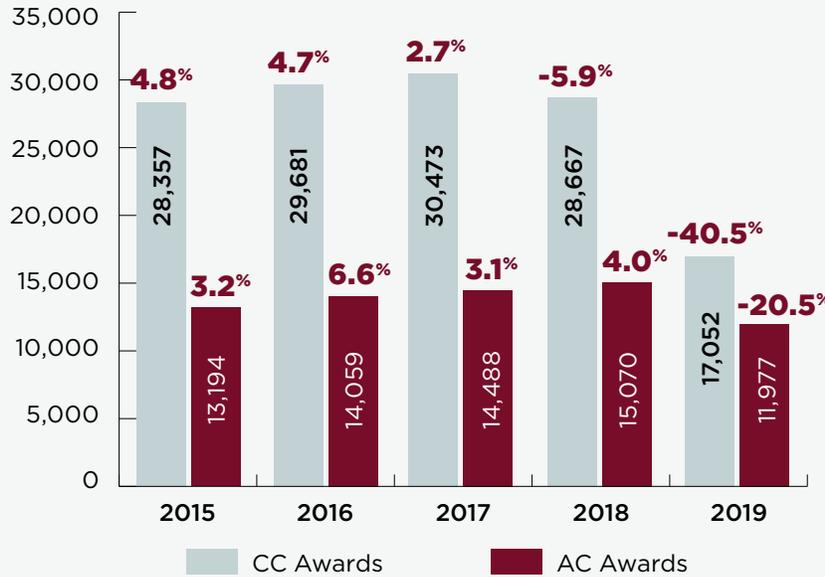


During the 2018–2019 program year, members completed a total of 80,215 levels and earned 53 Distinguished Toastmaster awards.



By the Numbers

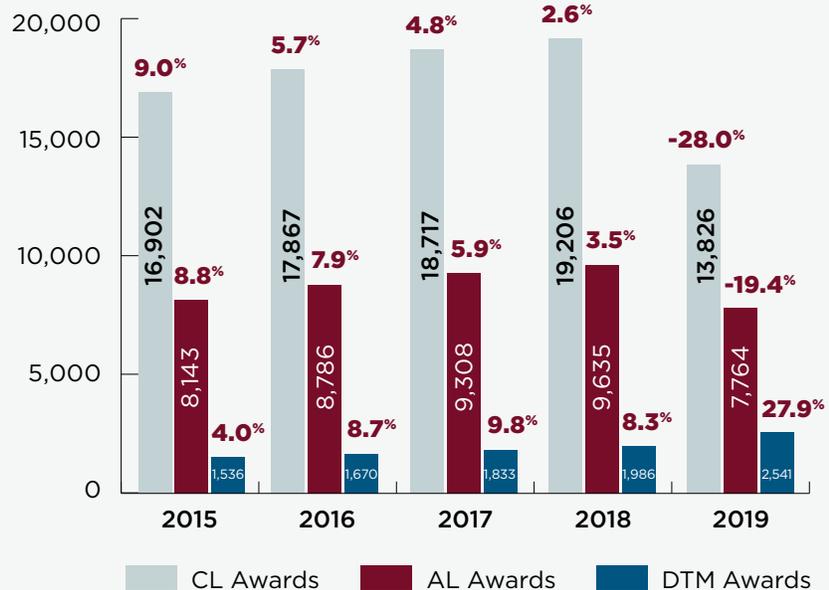
COMMUNICATION AWARDS



The number of traditional education awards continues to decline due to members transitioning to Pathways. All communication awards decreased by 33.6% to 29,029, and all leadership awards decreased by 21.6% to 24,131. Distinguished Toastmaster awards, on the other hand, increased by 28.1%.

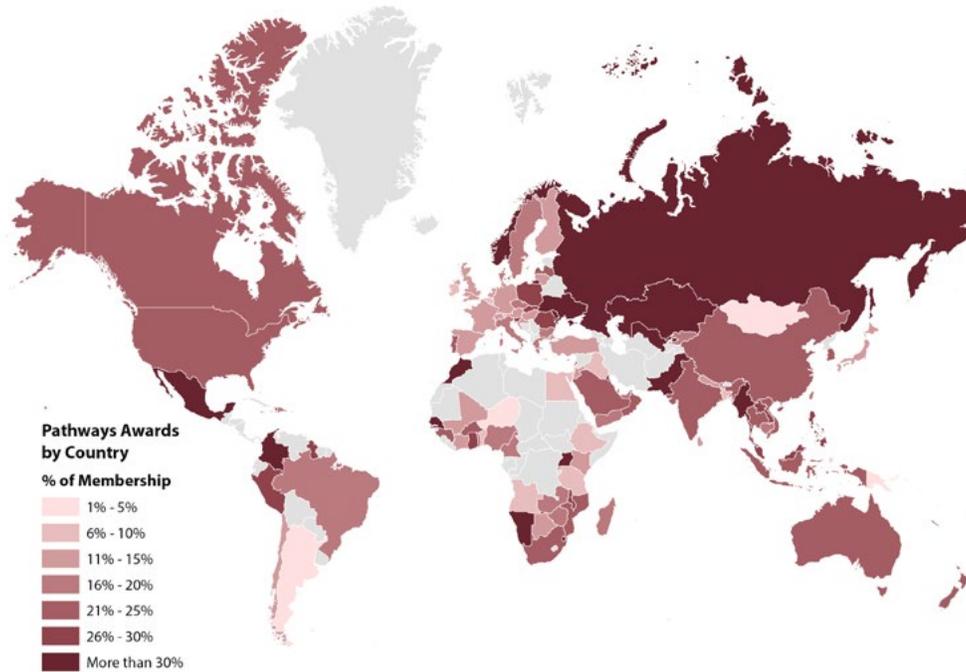
LEADERSHIP AWARDS

2,541
Traditional Distinguished Toastmaster Awards

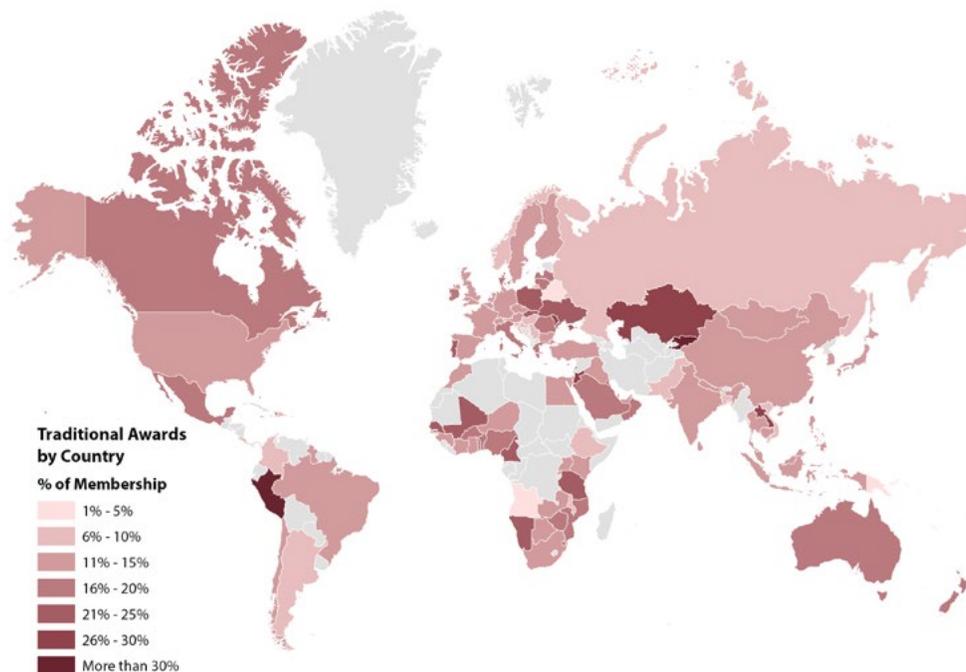


By the Numbers

PATHWAYS AWARDS BY COUNTRY



TRADITIONAL AWARDS BY COUNTRY



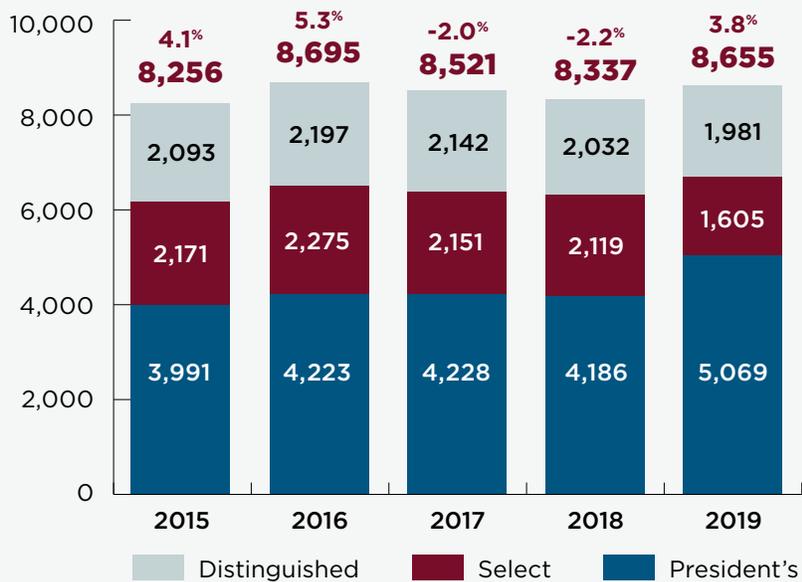


By the Numbers

DISTINGUISHED CLUBS

For the 2018–2019 program year, 8,655 clubs achieved Distinguished recognition in the Distinguished Club Program (DCP). This represents 51.3% of paid clubs. The total number of clubs achieving Distinguished recognition increased by 3.8% over last program year.

8,655
Distinguished Clubs



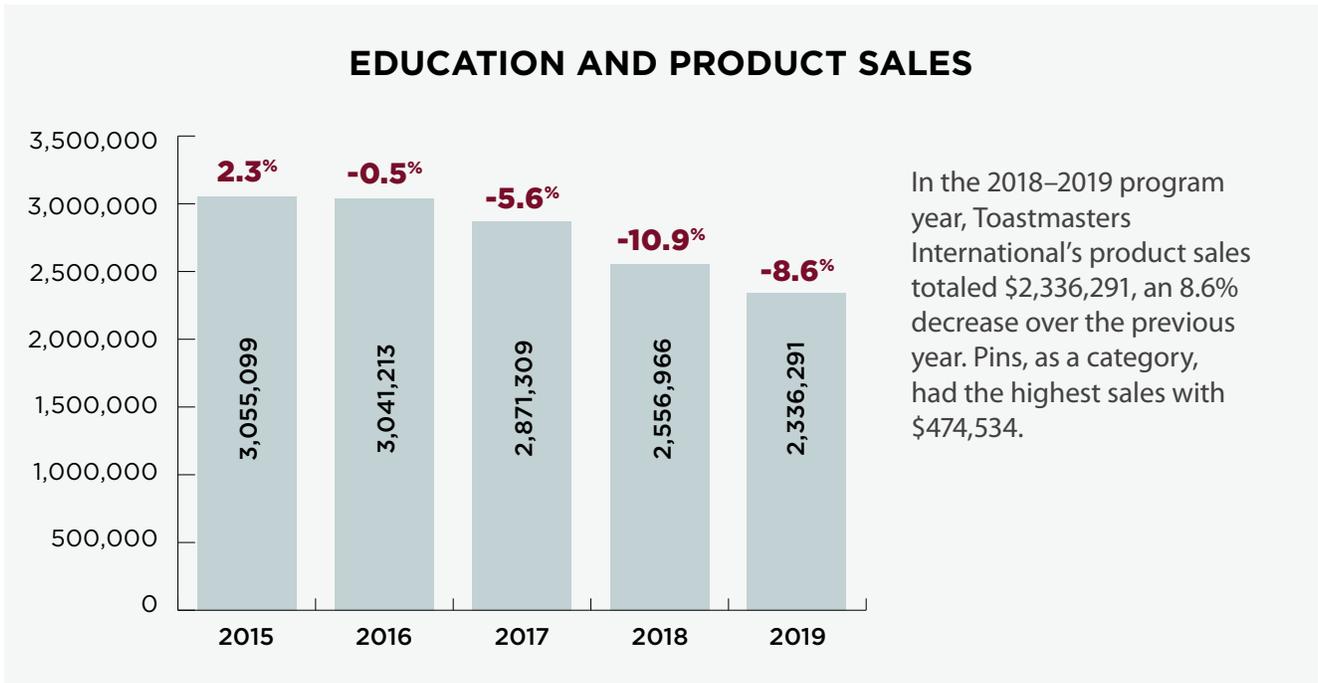
DISTINGUISHED DISTRICTS



For the 2018–2019 program year, 38 districts achieved Distinguished status or better in the District Recognition Program (DRP). Compared to the last program year, this is an increase of 90.0%. This represents 32.8% of eligible districts.

38
Distinguished Districts

By the Numbers



2018–2019 Milestones

- 358,078** Memberships
- 8,655** Distinguished Clubs
- 38** Distinguished Districts
- 2,594** Total Distinguished Toastmaster Awards
- 80,215** Pathways Level Awards
- 16,856** Paid Clubs

Club Experience

The Pathways Learning Experience

World Headquarters continues to make improvements to all aspects of the Pathways digital experience. Analytics from the *Navigator*, updated earlier this year, show positive feedback about the changes. New members will benefit from an improved onboarding experience, including updated welcome emails and path selection, an easier way to set up profiles, and more. A new Base Camp homepage design is currently in development, and will be more interactive and intuitive, resulting in a better experience for members' Pathways journey.

Members' profile page on www.toastmasters.org has been simplified to provide a more intuitive way to access Base Camp. Members no longer need to visit the Pathways start page to access Base Camp or select a path. In addition to improving the ease of access to Base Camp, World Headquarters responded to member requests and created a short video, *Let's log in to Base Camp*.

To make it easier for members to find and download evaluations, all Pathways evaluation resources in English were added to the resource library on the website. Evaluation resources in additional languages will be added over time.

World Headquarters is opening access between levels on Base Camp so that members can view projects in Levels 1 through 5 as soon as they can access their path. This step will first be implemented for English-language paths, with paths in additional languages to follow.

The 11th path, Engaging Humor, became available in English in February, with additional languages expected to roll out in September.

Wow!Factor Project

The Wow!Factor Project launched in January 2019 to raise the bar for clubs across the globe to become more uniform and top-performing. As of June 30, 2019, we have shared 13 Wow!Factor videos on Toastmasters' social media channels. The videos have received over 187,000 views. More than 200 clubs committed to the Wow!Factor Project, and 53 clubs participated in the video-submission process.

#MyWhy Campaign

The #MyWhy campaign kicked off in the fall of 2018. Toastmasters International produced 10 videos depicting members of diverse backgrounds, and the videos have received over 120,000 views on Toastmasters' social media channels. More than 200 members have shared their #MyWhy on Facebook, YouTube, Twitter, LinkedIn, and Instagram. The #MyWhy page on the Toastmasters website has received 6,000-plus visits.

Digital Transformation

How we work is foundational to our digital transformation and the future of our workforce. The Information Technology Team continues to integrate with the various World Headquarters departments to foster better collaboration and innovative ideas. The success of the Summit Team as the first digital product team to improve members' digital experience in Pathways has resulted in the newly-formed Peak Team. The Peak Team has already made a significant improvement in processing club leads for the Start a Club feature on the Toastmasters website by implementing a lead management system. This new lead management system is an addition to District Central management tools. There are plans to create similar functionality for managing prospective members from Find a Club on Club Central soon. These updates will help club officers and district leaders manage leads more effectively, ultimately resulting in a better experience for future members and clubs.

Organizational Support

Rotary International Alliance

An exciting opportunity that was initiated earlier this year is the ongoing alliance between Toastmasters International and Rotary International that benefits and leverages the strengths of both organizations. This alliance will enable Rotary and Rotaract members to strengthen their communication and leadership skills through learning modules that are an introduction to Toastmasters' education program.

Advertising Pilot

The advertising pilot in California and Florida ran from mid-January through mid-April 2019. The test included display, native, retargeting, search engine, and LinkedIn ads. The main objectives were brand awareness and website traffic, which were achieved through the 25 million impressions and 58,000-plus ad clicks. Results showed that LinkedIn ads had the best click-through rate; therefore, a proposal is in development for a phase two campaign to leverage LinkedIn in a wider geographic area.

Speechcraft Update

World Headquarters is moving forward with developing the 2019 Speechcraft update. The program is being updated to meet all goals of the popular original Speechcraft, while also adding improvements. The program will include vocal variety, topic selection, body language, and other components, along with new content based on Level 1 in the Pathways learning experience. This new content will strengthen the evaluation and feedback portions of the program and provide tips on researching a topic.

The updated program will offer a full catalog of e-learning courses on each topic for participants. It will also provide coordinators with e-learnings and downloadable materials that reflect the needs of different clubs. The enhanced materials will be delivered on a learning management system created specifically for Speechcraft coordinators and participants.

Participants who complete the updated Speechcraft program will receive credit for Level 1 in Pathways.

Publicity

In the last six months, Toastmasters International has received positive media coverage in broadcast, print, and online publications. That coverage has resulted in more than 14,000 Toastmasters feature stories and mentions that have reached millions of people since February. Prominent examples of publicity for the organization include feature stories by *AARP The Magazine*, *The Atlantic*, *BuzzFeed*, *CNBC*, *Fast Company*, *Forbes*, *Fortune*, *Bangkok Post* in Thailand, *Hindustan Times* in India, *Irish Independent* in Ireland, *Qatar Tribune* in Qatar, and *Saudi Gazette* in Saudi Arabia. Our widespread media coverage is repurposed on Toastmasters' social networks, helping to drive overall exposure and awareness of the organization.

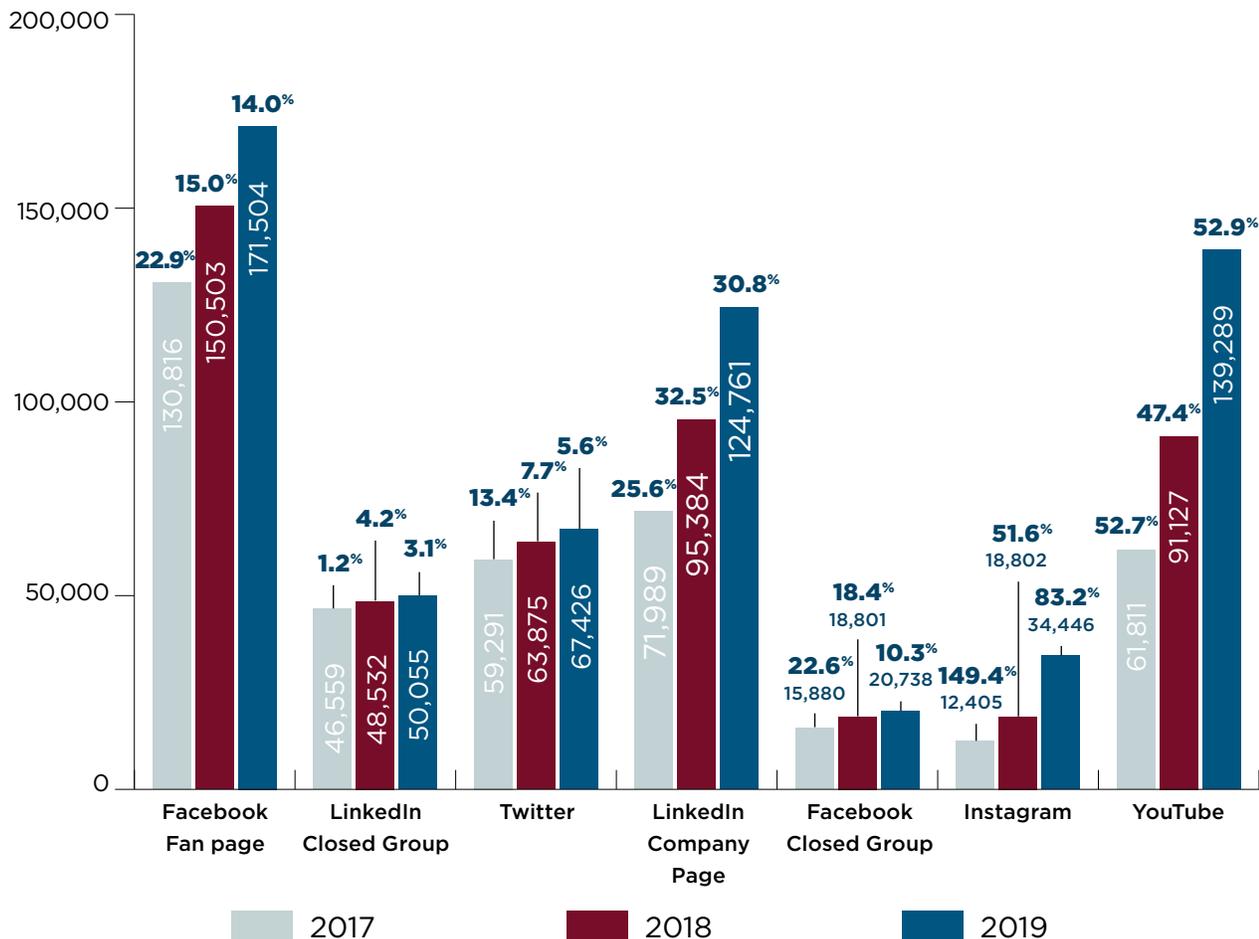




Social Media

Toastmasters International maintains a presence on several social media sites to increase brand awareness, engage with members, and broaden customer and lead reach. The Instagram page grew by 83.2%, while the LinkedIn company page continued to grow by 30.8%, with more than 124,000 followers. The growth can be attributed to consistent and targeted communication. The number of Twitter, Facebook, and YouTube followers continues to rise steadily, and engagement has increased on all channels. Toastmasters will continue to leverage its social media presence and followers by engaging the audience and targeting new prospects with timely, relevant content.

SOCIAL MEDIA



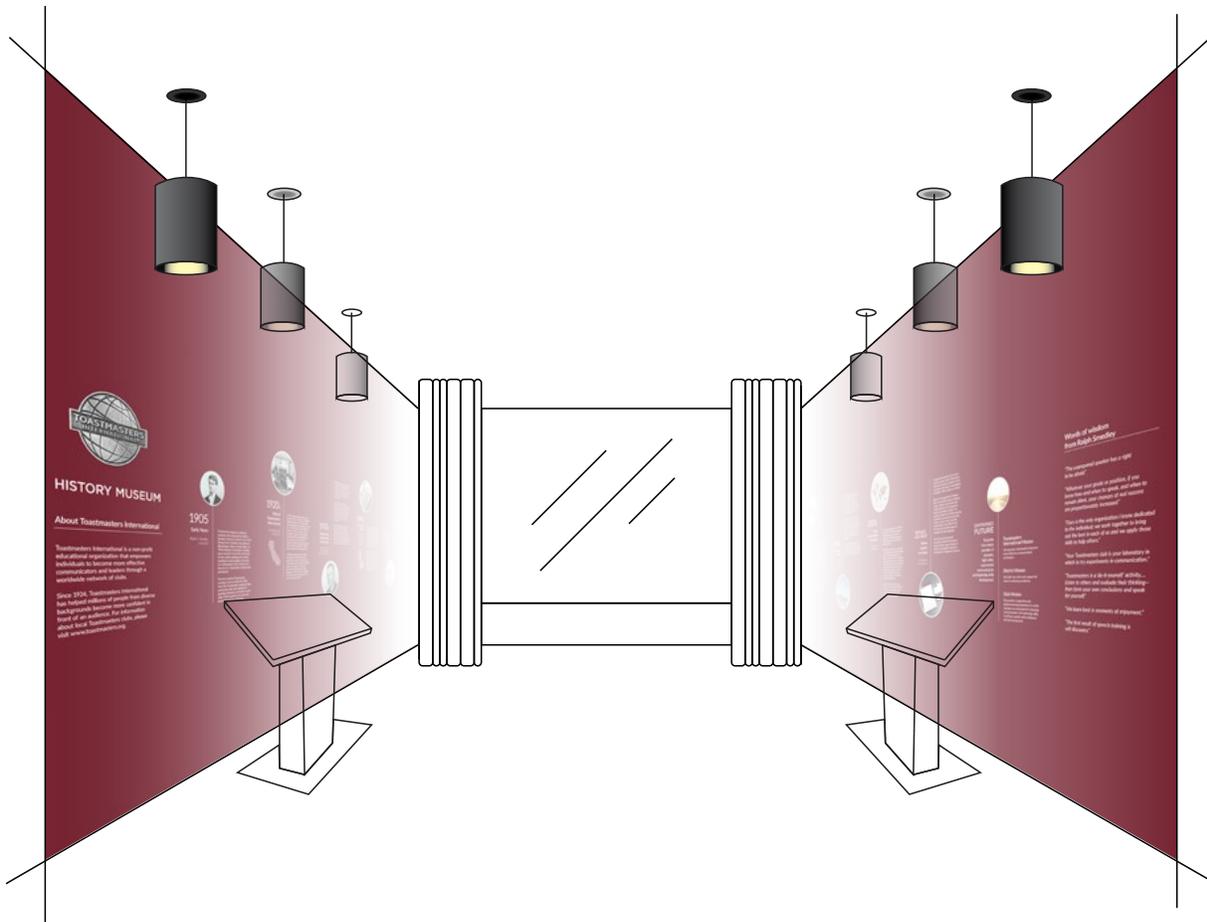
Toastmasters International maintains a presence on a number of social media platforms to increase brand awareness and facilitate conversations among members worldwide. All platforms increased in followers, but noteworthy are YouTube, which increased by 52.9% to 139,289 subscribers, and Instagram, which increased by 83.2% to 34,446 followers.



History Timeline

In honor of the organization’s 95th anniversary this October, the World Headquarters lobby has been designed with a timeline indicating key moments in Toastmasters’ history. This area replaces the “history museum” from the previous headquarters building in California, and it will also include an immersive digital experience provided through kiosks located below the timeline. The Toastmasters website will offer a new section with an expanded timeline, which will provide members worldwide access to similar historical information.

Also added to the lobby area was a digital flag display where visitors can highlight their country’s flag on a large television monitor. As the organization moves toward its centennial anniversary, additional content will be added to the website, digital kiosks, and lobby experience.



AUGUST 2019 CEO REPORT

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