



TOASTMASTERS
INTERNATIONAL[®]

CEO REPORT

AUGUST 2020

Core Ideology

Toastmasters International Mission

We empower individuals to become more effective communicators and leaders.

District Mission

We build new clubs and support all clubs in achieving excellence.

Club Mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

Envisioned Future

To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development

Brand Promise

Empowering individuals through personal and professional development

Core Values

Integrity, Respect, Service, and Excellence

Message From the CEO

When I was a boy, I wished that I had been alive during the Age of Discovery. I wanted desperately to board a sailing ship, from any port in the world, and set out for parts unknown, to see new places, meet new people, taste new food, and experience new cultures.

Have you ever longed for such an adventure?

And then came the year 2020. The year of immediate, impactful, global change. The year of uncertainty and unknowns. Perhaps this is the year that fulfills my boyhood wish for a voyage into the unknown. This new voyage is not exactly the exciting, new, and wonder-filled voyage I imagined as a boy—but it is a journey into the uncertain, the difficult, and the unclear.

As an organization, we have experienced the pain of the COVID-19 pandemic as it has swept around the world. It has affected our clubs, members, and leaders socially, economically, and in Toastmasters. The vast majority of clubs, challenged to meet member needs, quickly learned to conduct meetings online. New skills were developed and refined. Club meetings, contests, council meetings, and conferences were all held online.

This uncharted territory has caused the organization, at every level, to innovate in ways previously believed to be improbable or even unacceptable. But courage and the commitment to Dr. Smedley's movement have, so far, prevailed.

In a year of unknowns, there are certain knowns. We know the Club Mission, District Mission, and Toastmasters International Mission. Perhaps, due to the jolt of pandemic, we know more clearly and intimately the need to cast aside detractors from the missions.

No one yet knows what the other side of this pandemic will look like. New methods and processes have been developed, with more changes to come. What will Toastmasters clubs look like? How will Districts support clubs and build new clubs? Will clubs attract new members differently?

The answers to each of these questions are being developed now, by each of us, and only collectively will the future of the movement become clear. Let's work together to ensure that Dr. Smedley's experiment, now in its 96th year, continues for many years to come.



Daniel Rex



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Remote Work Transition

Incredibly, it is smooth sailing from the work-at-home front.

With the health and safety of employees as a top priority during the COVID-19 pandemic, Toastmasters International proactively transitioned all staff to a work-from-home environment in mid-March. The IT team was instrumental in bringing 100 percent of employees to an “up-and-running” remote capability within three business days, even sooner for most.

There have been numerous avenues of staff support, including a new inter-company communication channel, which is being used solely to promote positivity and helpful tips for a more isolated staff. A home safety checklist was also distributed. Online contests, games, and inspirational team meetings are taking place on a regular basis to keep employees engaged and focused on taking charge of their mental health, as well as their physical health.

During the initial transition, the Club Quality & Member Support Department continued its member communication through email and outbound calls; it also ramped up its web chat availability. Since the transition, from mid-March to mid-July, more than 63,000 emails, 6,400 chats, and almost 6,000 phone calls have been handled by a remote call staff. Year-end business was closed in record time, faster than in years past.

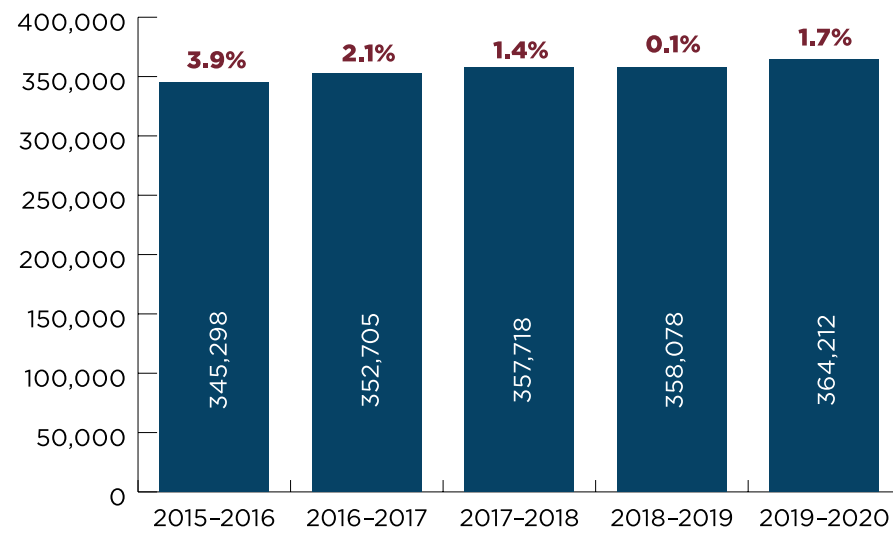
Toastmasters International continues to operate with a fully remote staff, thanks to all departments maintaining the highest levels of support for members, while also keeping the World Headquarters culture and connections alive. Recognizing that employee health, safety, and well-being are instrumental to the organization’s success, Toastmasters continues to evaluate the best time for staff to safely transition back to the office.

“Year-end business was closed in record time...”



Numeric Snapshots

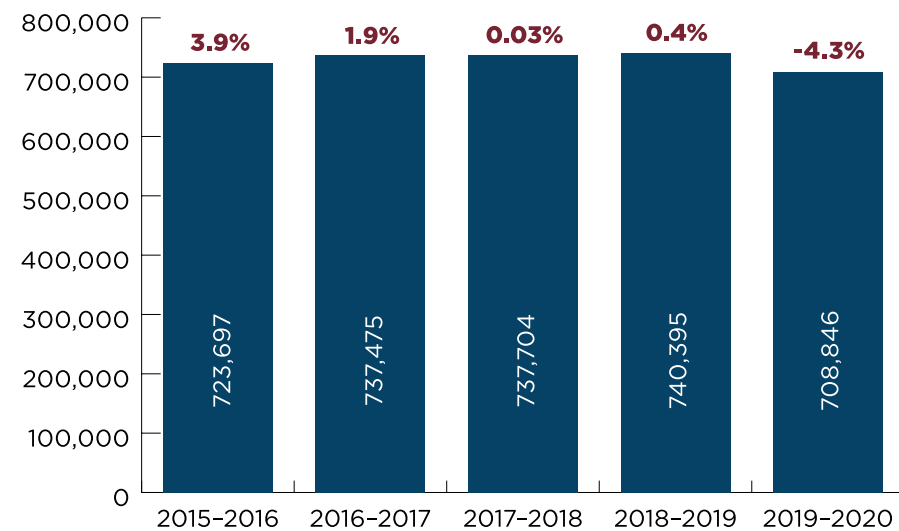
Total Membership as of March 31, 2020



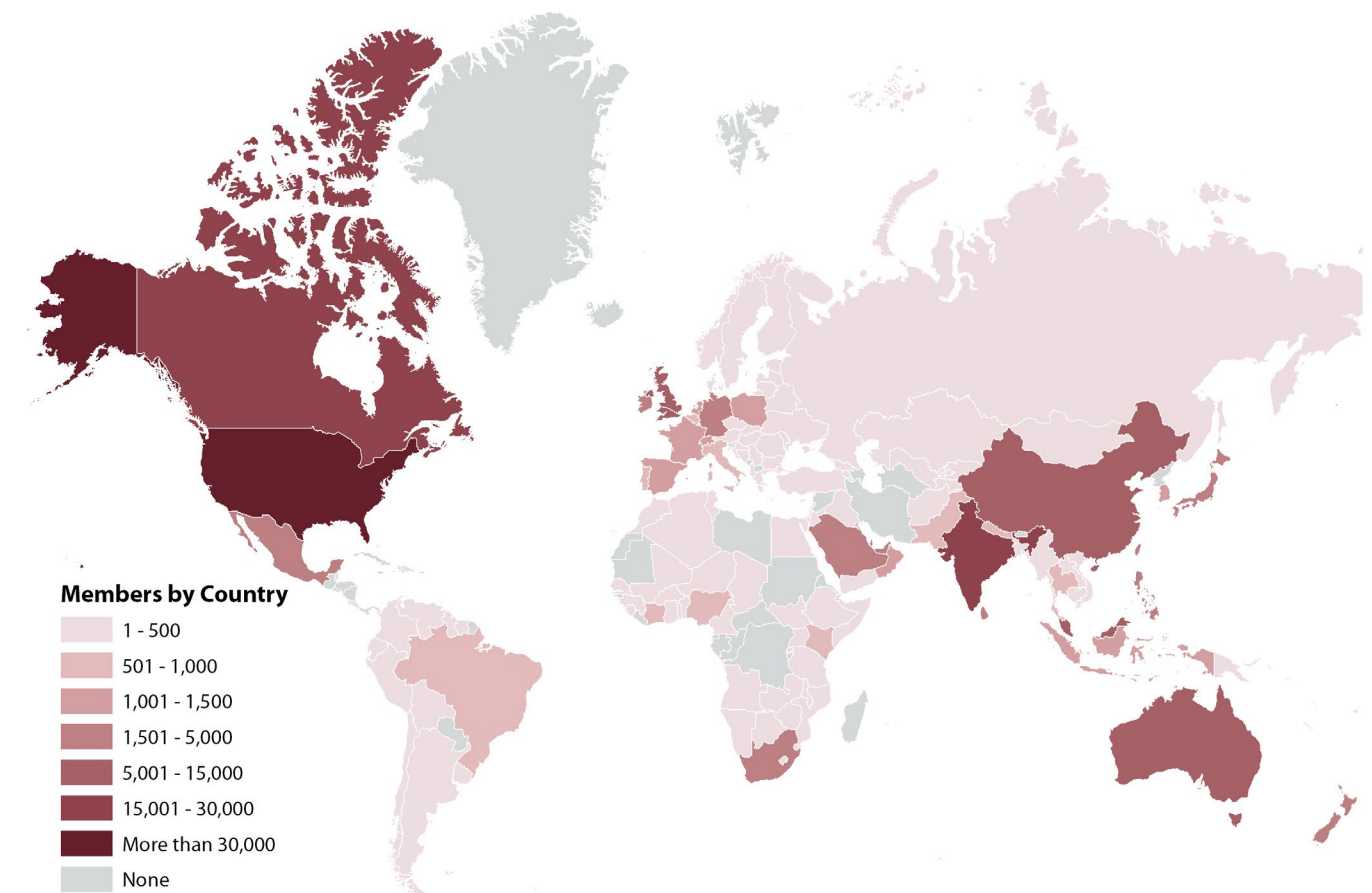
Total membership during the 2019-2020 program year increased by 1.7% to 364,212 members. This is the 26th consecutive year of membership growth. The graph represents all memberships as of March 31, 2020, and includes dual memberships.

Membership Payments as of June 30, 2020

As of June 30, 2020, the number of membership payments for the program year totaled 708,846, a decrease of 4.3% from the prior program year. Membership payments include new, charter, and renewal payments received during the course of the program year.



Members by Country

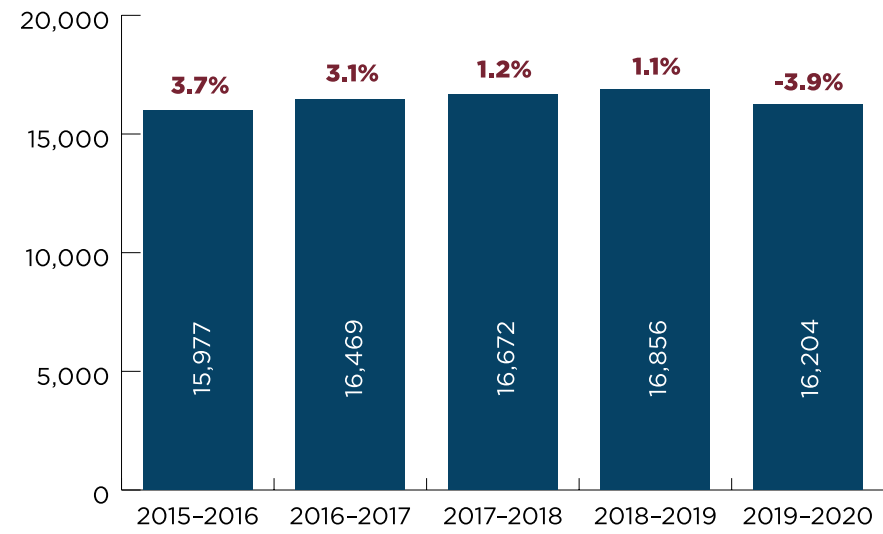


Members by Country

- 1 - 500
- 501 - 1,000
- 1,001 - 1,500
- 1,501 - 5,000
- 5,001 - 15,000
- 15,001 - 30,000
- More than 30,000
- None

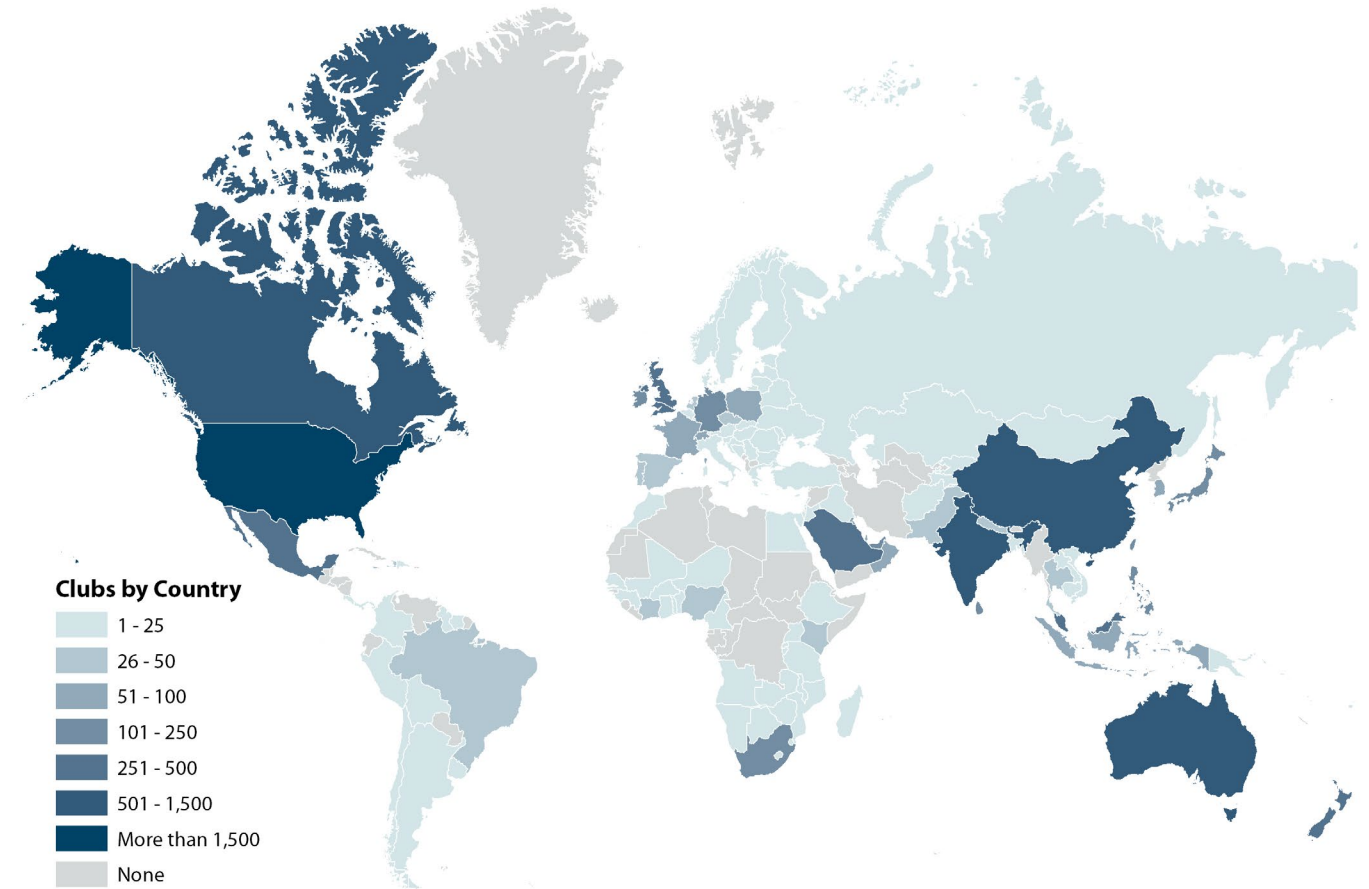
364,212
Memberships

Paid Clubs as of June 30, 2020



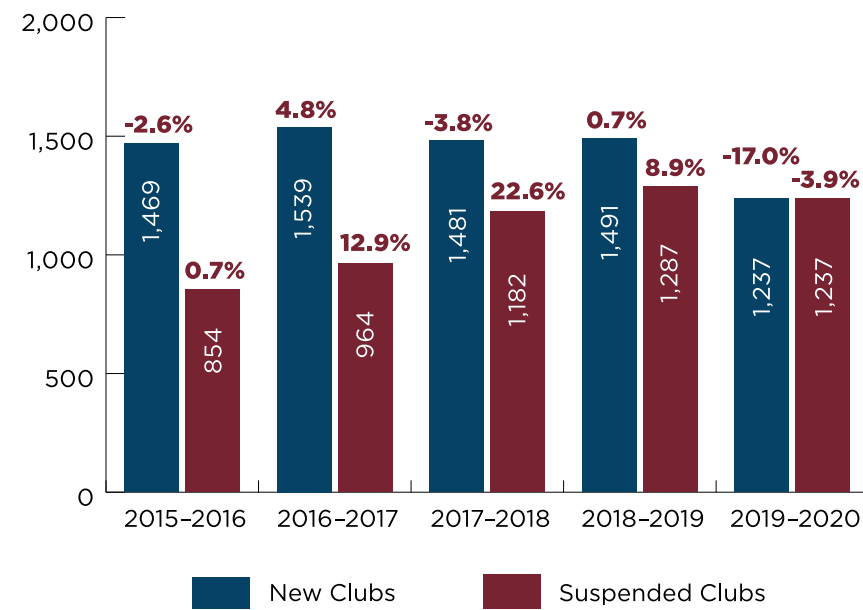
The number of paid clubs decreased in the 2019–2020 program year to 16,204. This is the number of clubs that are active as of June 30, 2020.

Clubs by Country



16,204
Paid Clubs

New and Suspended Clubs as of June 30, 2020



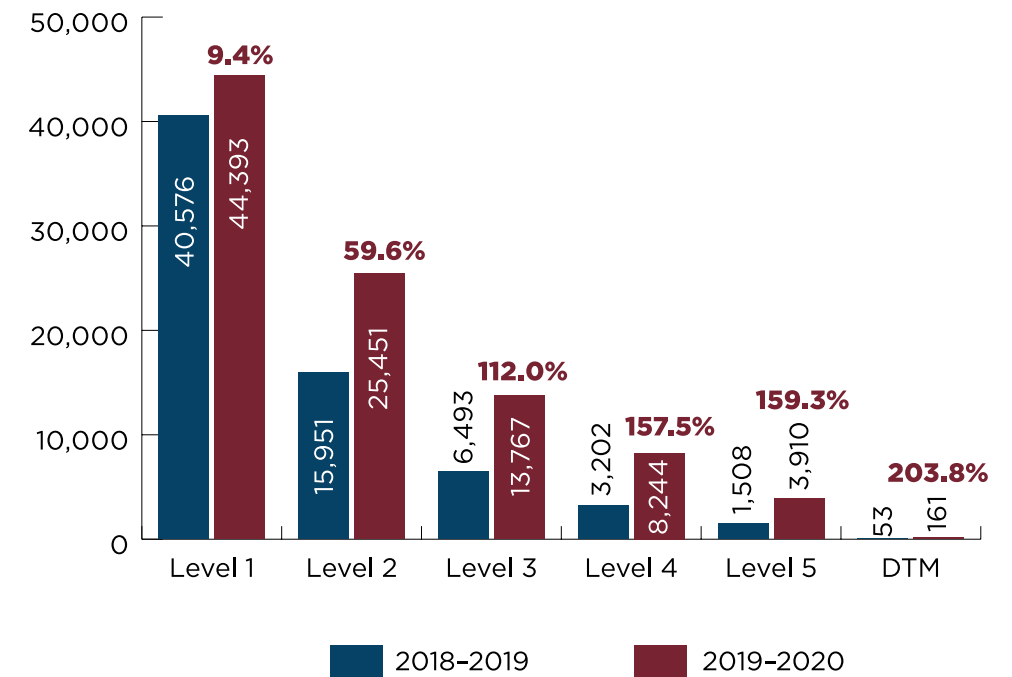
A total of 1,237 clubs organized during the 2019–2020 program year, down from 1,491 last year. Clubs demonstrated more resiliency this year, with a decrease of 3.9% in suspended clubs compared to the 2018–2019 program year.

District Reformatations

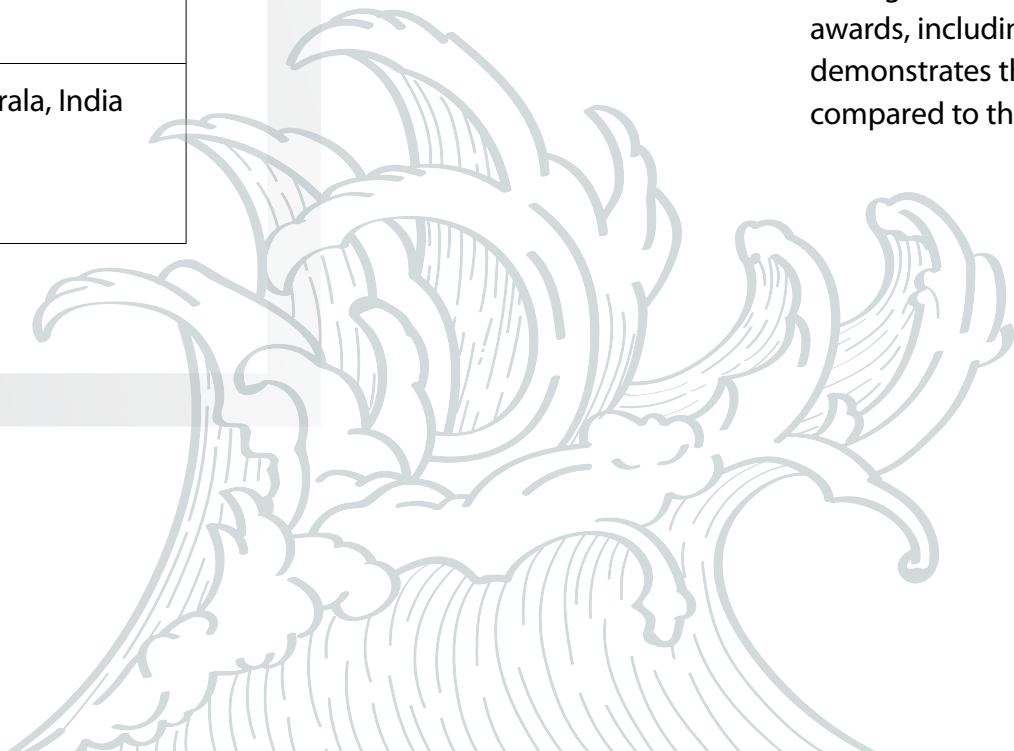
Districts 37, 46, 82, and 92 reformed and new Districts 117, 119, 120, and 121 were created on July 1, 2020.

Existing District	New Districts	Geographic Region
37	37 117	North Carolina
46	46 119	The Bronx, Manhattan, Westchester County, Brooklyn, Nassau, Queens, Suffolk County
82	82 120	Sri Lanka and Tamil Nadu, India
92	92 121	Karnataka, India and Kerala, India

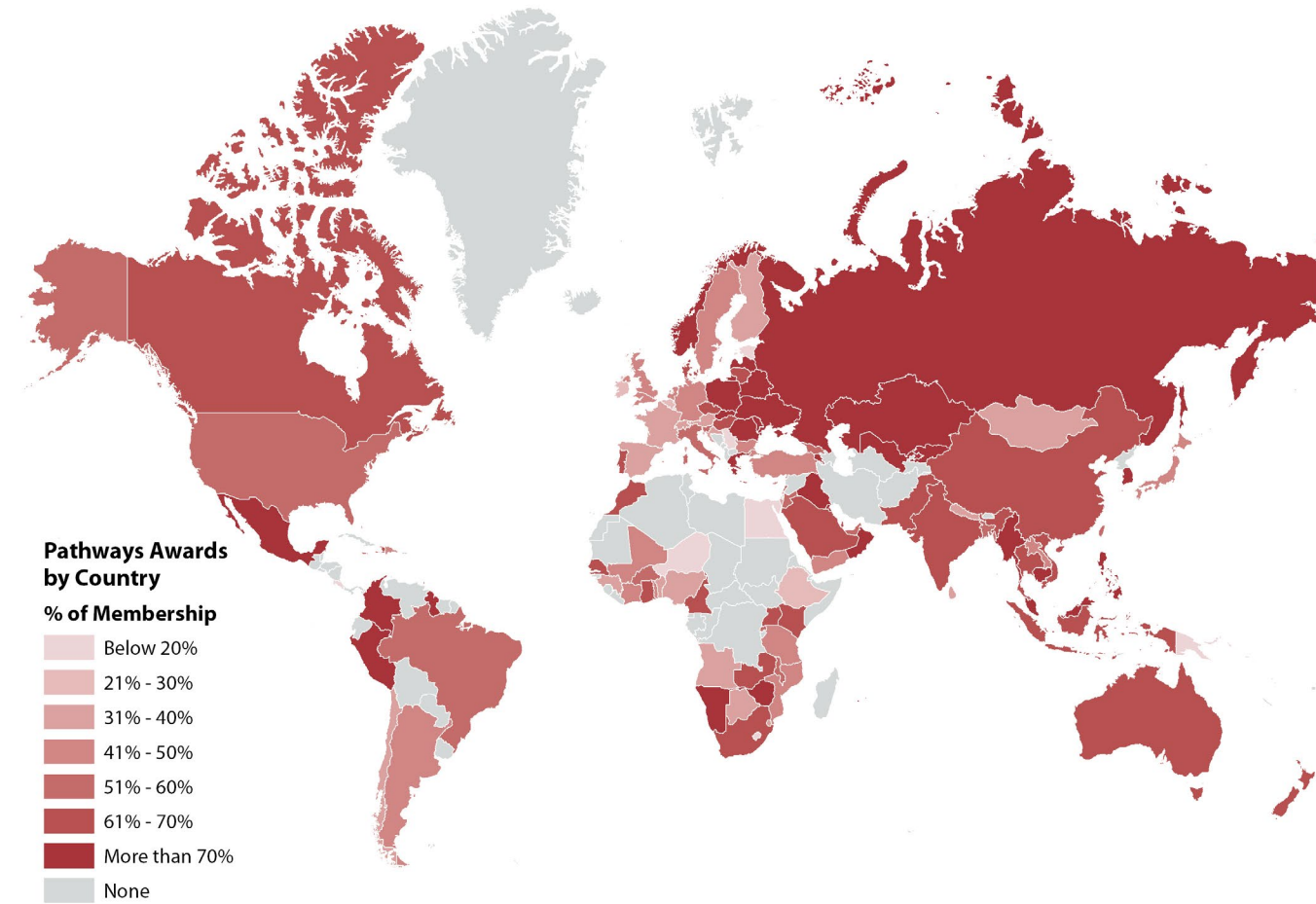
Pathways Achievements



During the 2019–2020 program year, members earned over 95,900 Pathways awards, including 161 Pathways Distinguished Toastmaster awards. The graph demonstrates the total number of Pathways levels earned in 2019–2020 compared to those earned during the 2018–2019 program year.

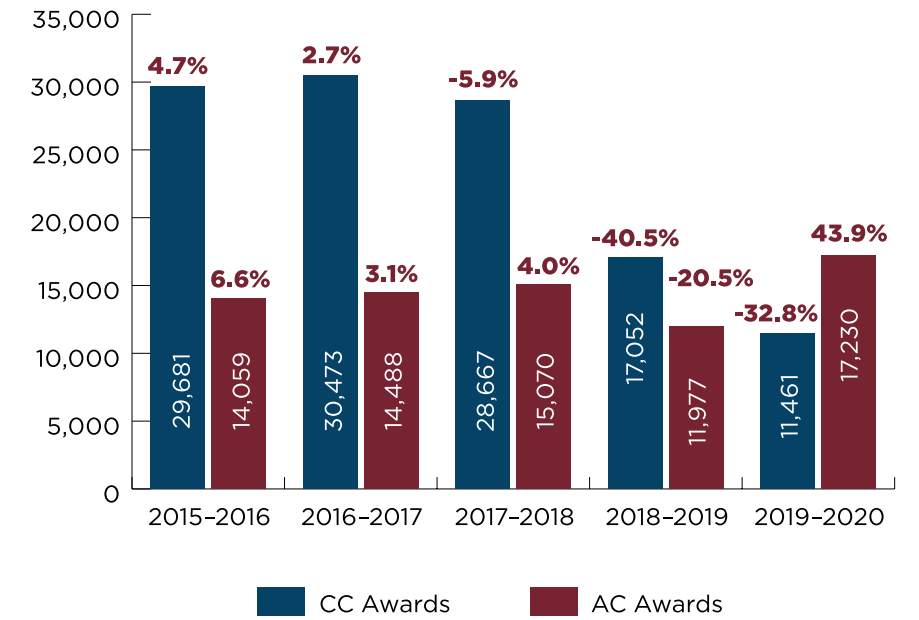


Pathways Awards by Country

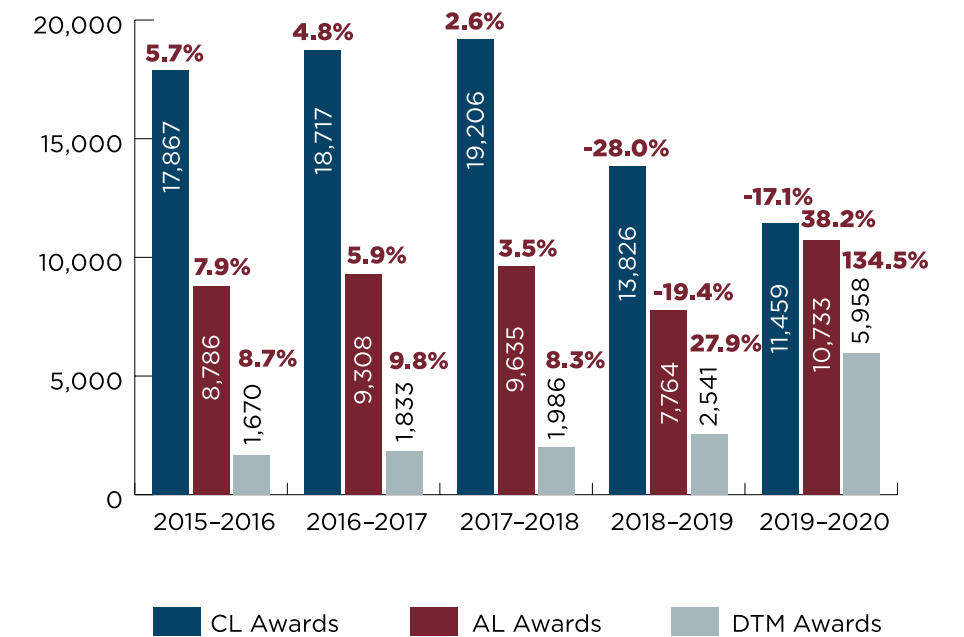


The number of advanced awards and Distinguished Toastmaster awards earned in the traditional program increased in the 2019–2020 program year. Much of this increase was spurred by the close of the submission period for most traditional education awards and the continued transition to Pathways. All communication awards decreased by 1.2% while all leadership awards increased by 16.7% compared to 2018–2019.

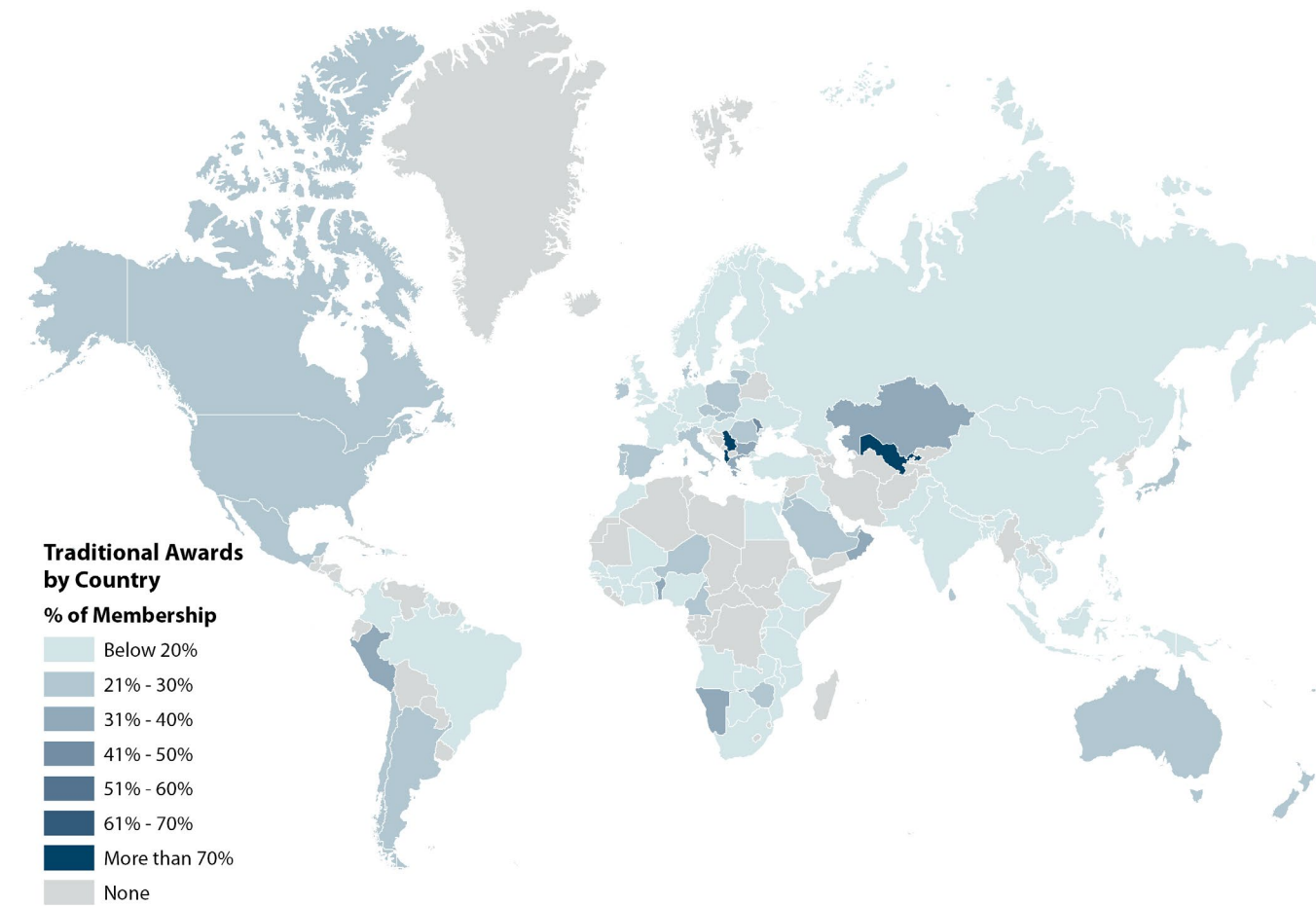
Communication Awards



Leadership Awards

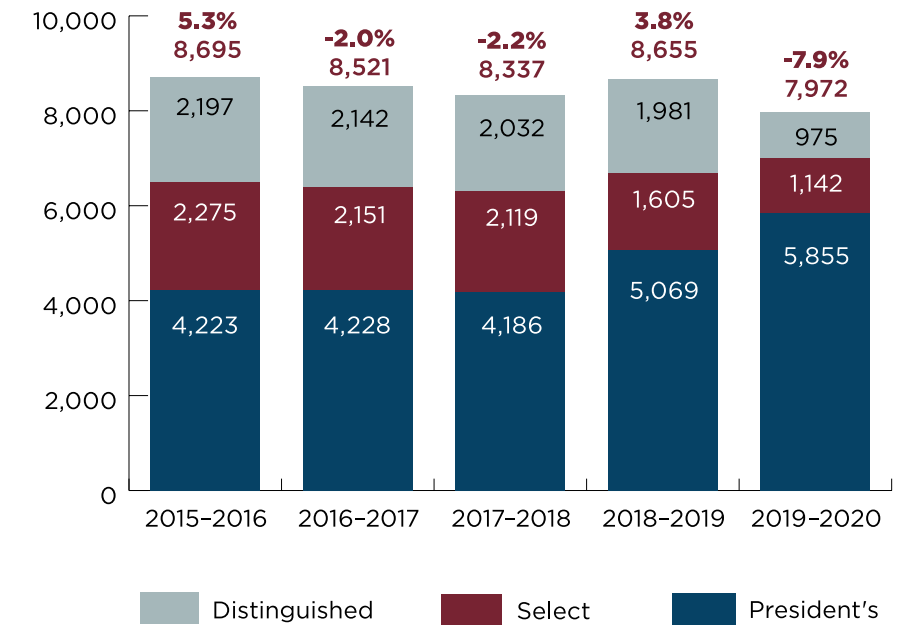


Traditional Awards by Country

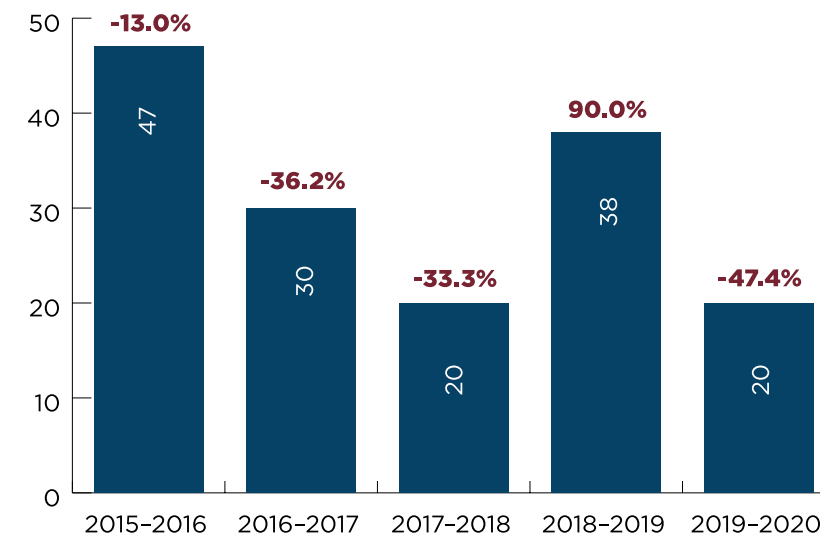


In the 2019–2020 program year, 7,972 clubs were Distinguished, Select Distinguished, or President’s Distinguished in the Distinguished Club Program (DCP). This represents 49.2% of all paid clubs. The number of President’s Distinguished clubs for 2019–2020 increased 15.5% compared to 2018–2019.

Distinguished Clubs as of June 30, 2020

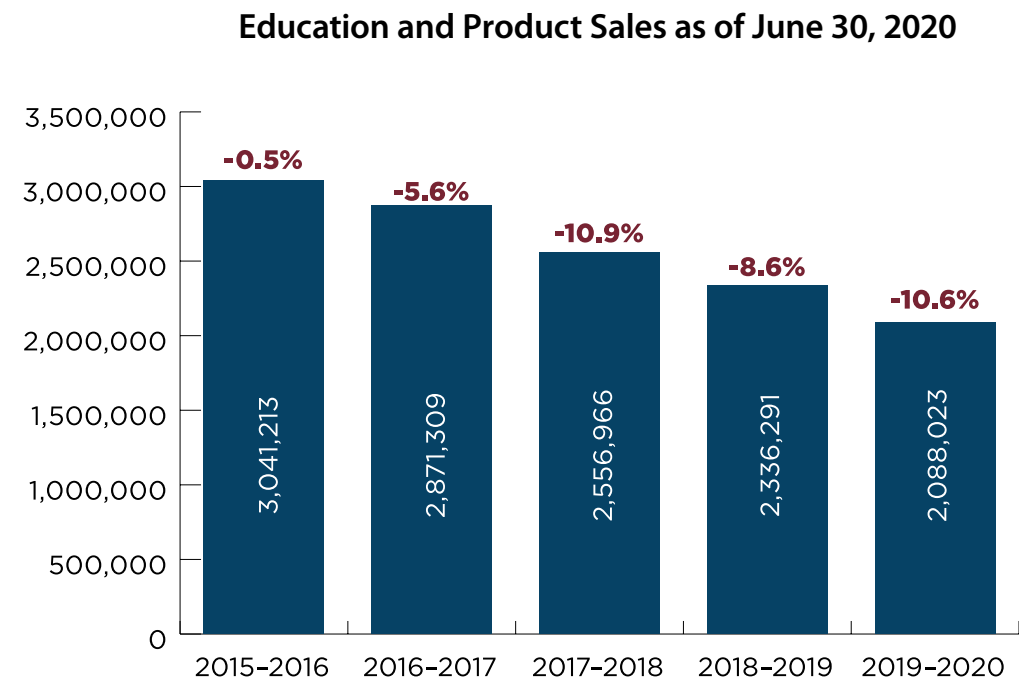


Distinguished Districts

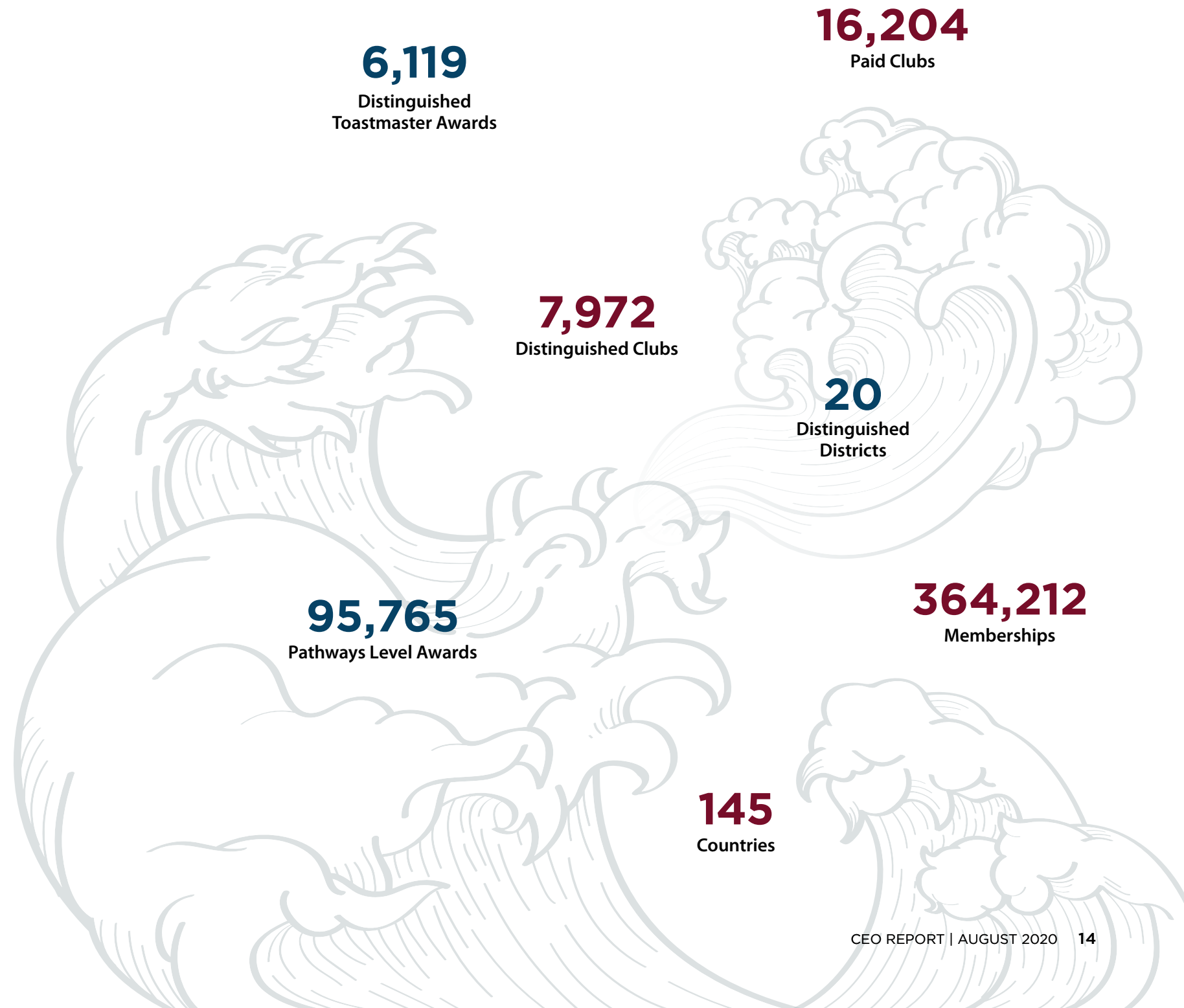


Twenty Districts reached distinction in the District Recognition Program (DRP) this year. This represents a 47.4% decrease from 2018–2019.

2019–2020 Milestones



Education and product sales declined in 2019–2020 compared to 2018–2019. The education and product sales totaled \$2,088,023 USD. As a category, Pins had the highest sales with \$377,925 USD.



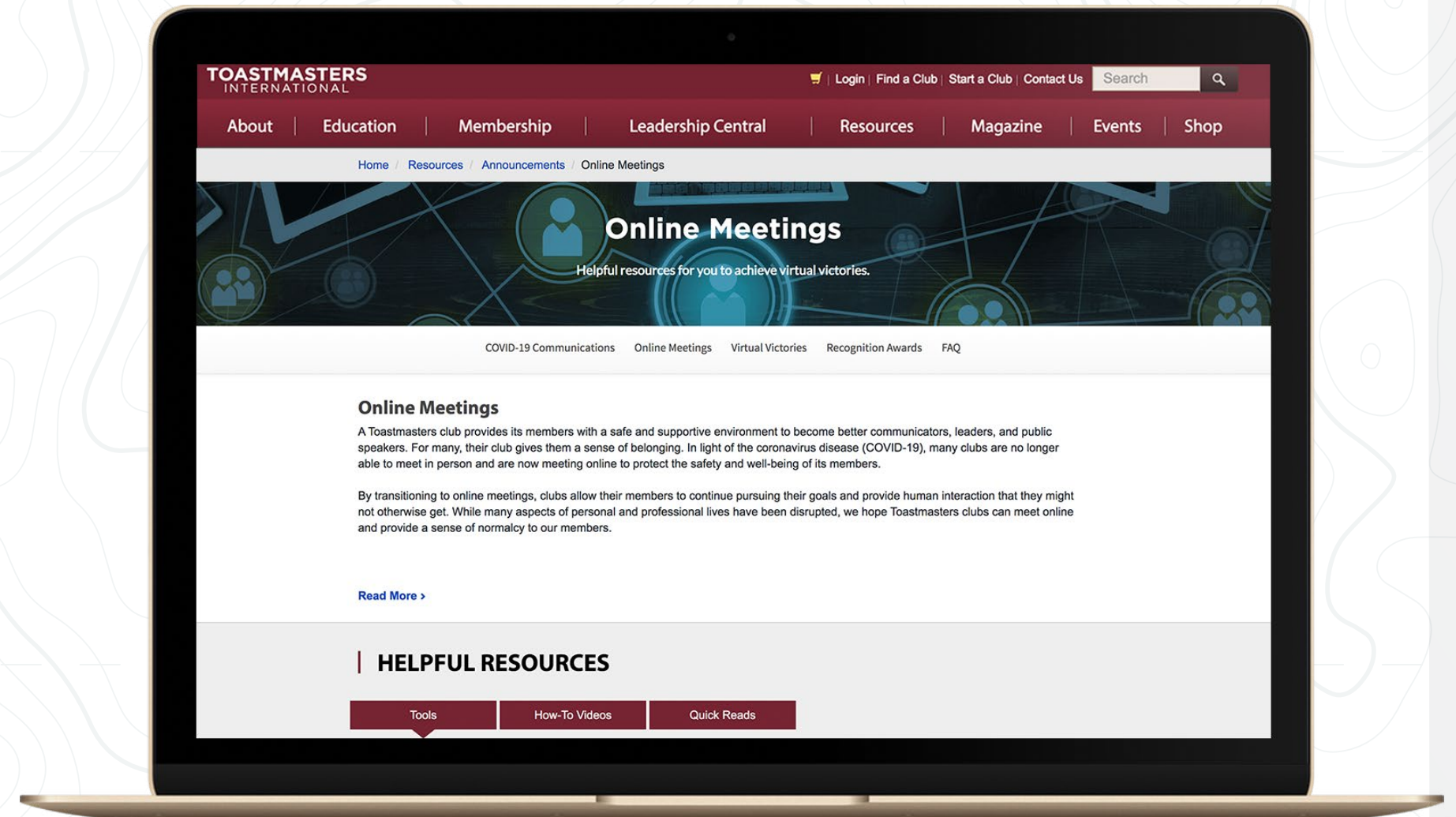
Online Meetings

The uncharted online territory proves remarkably successful. In the face of the COVID-19 pandemic, Toastmasters around the globe rose above quarantine mandates through online meetings and socialization. Some even expressed in video testimonials how they were staying the course, strengthening their resolve, and questioning if they might just be more connected online than they were previously. Very quickly, the percentage of clubs accepting online attendance surged from 5 percent to 75 percent.

In order to help clubs transition swiftly and successfully to online meetings, numerous tools and resources were created, including instructional and tips videos, online fliers, templates, digital ribbons, branded backgrounds, and more, all compiled and linked in a newly-launched **Online Meetings web page**. Through **Virtual Victories**, clubs began sharing their online success stories. And as Toastmasters clubs around the world adapted virtually, Toastmasters International took special note of the overwhelming positive energy and resiliency by creating new online **recognition awards** at the club, Area, Division, and District levels for the 2019–2020 program year.

An online meetings tips **press release** was also widely distributed to media in March.

International President Deepak Menon communicated that “while we are most comfortable fully engaged with in-person meetings and interaction, we are finding it is possible to thrive through our technological connections now. Online meetings, speeches, and chats are giving us purpose and reason to smile with one another. We are experiencing our support system, still in place, all around the world.”



Webinars and Lead Generation

The hope is that this fantastic webinar voyage beckons new member passengers.

Toastmasters International ventured out into the world of webinars this May with a series of three webinars under the topic “Interview Success,” aimed at helping job seekers in these troubling times. The free webinars consisted of a moderator and panelists and were open to everyone: members and non-members alike. Space was limited to 15,000 spots (5,000 for each webinar in the series), which were filled in 14 hours. On Demand links were made available so those who missed the live opportunity could still benefit from the insight offered by global business leaders. The webinar content and sub-topics were based on a recent *Toastmaster* magazine article, “**Master the Art of Interviewing,**” authored by Jennifer Blanck, the moderator for all three webinars. A corresponding Toastmasters **press release**, offering Blanck’s 10 preparation tips for acing the interview and increasing your chance of being hired, was also widely distributed to media in May.

The goal of this venture is for timely and relevant webinar topics to act as lead generators for new members; this became a reality after the webinar numbers were tabulated. Over 5,000 May webinar registrants had never been members. After the webinar, over 100 of them visited Find a Club and submitted their information to one or more clubs.

Nearly 3,000 webinar registrants were former members, with almost 200 reaching out to clubs after the webinars and several having rejoined since. The webinar recordings were later shared on YouTube and have over 7,500 views.

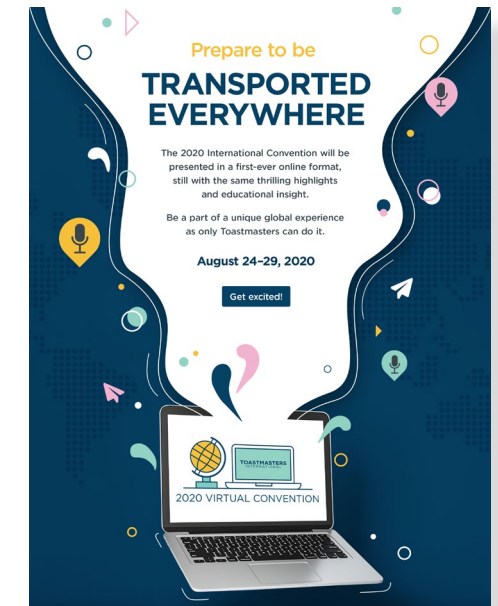
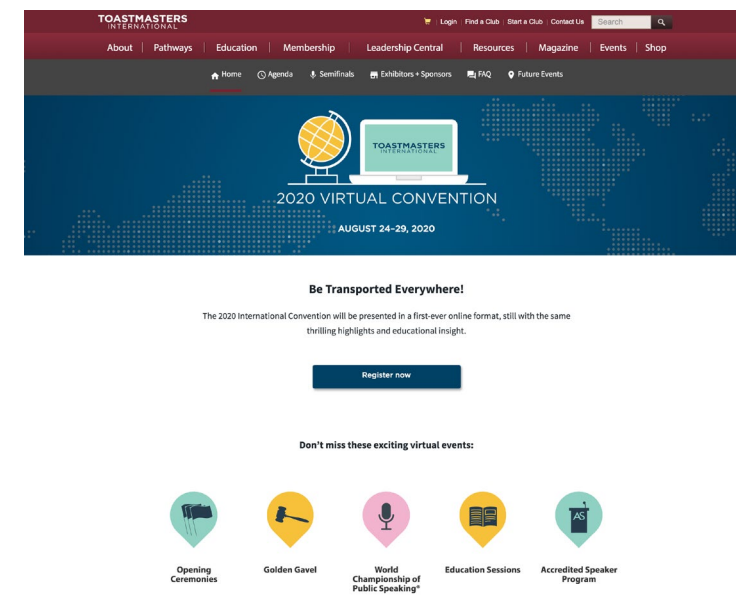
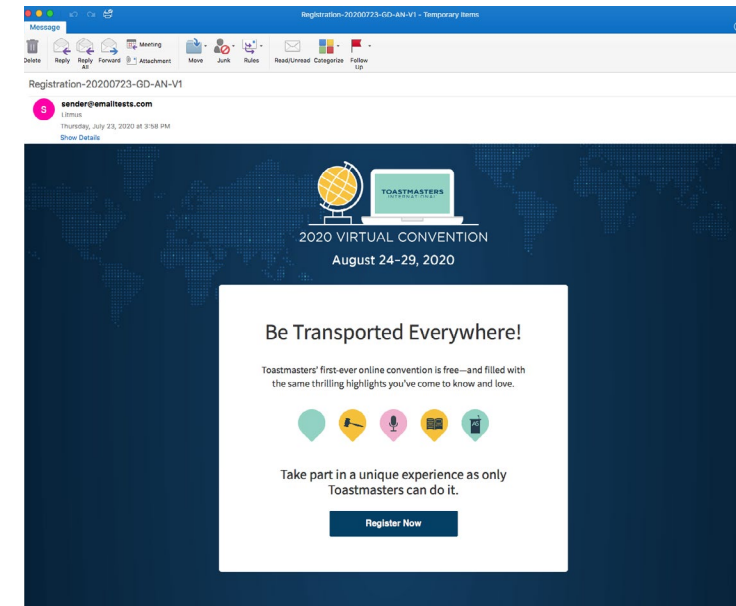
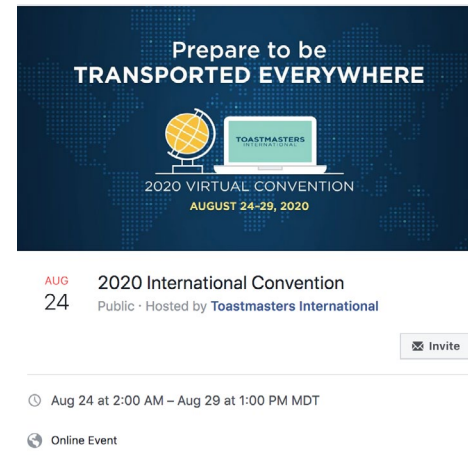
The success of May’s webinar series prompted the next webinar series, “Communicating Across Cultures,” which took place in late July. It, too, was based on a recent *Toastmaster* magazine article, “**Evaluations: Bridging the Culture Gap,**” and has corresponding On Demand recordings and promotional materials, such as a cultural communication tips press release, which was widely distributed before the webinars went live. These and all Toastmasters webinars can be accessed through the new **webinars web page**.



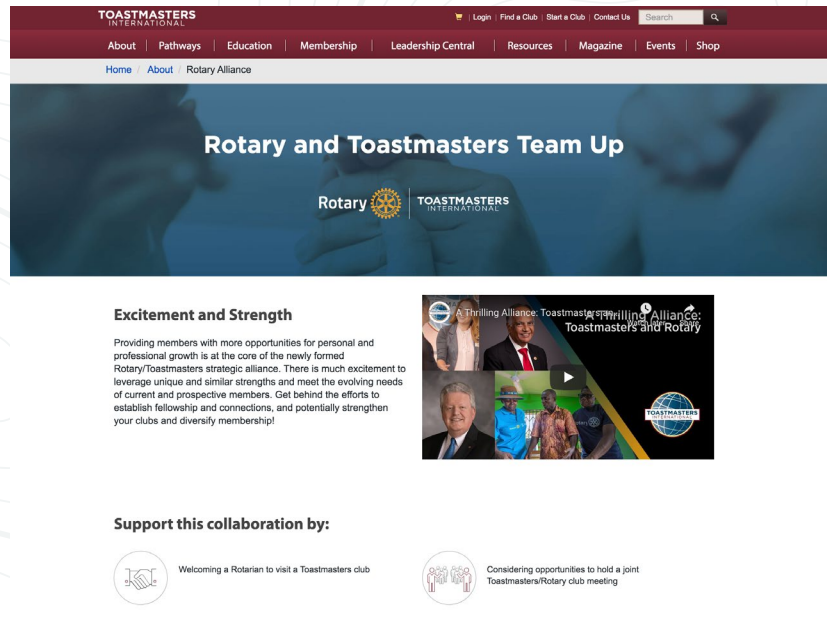
Virtual Convention

All are invited to be transported to ports everywhere. In keeping with the organization's online resilience, the 2020 International Convention will be presented in a first-ever virtual format that is not only free, but open to everyone. Still rooted in tradition, the convention program is filled with the same thrilling highlights that members have come to know and love about Toastmasters conventions, such as Opening Ceremonies, Education Sessions (14 this year), Golden Gavel Award, Annual Business Meeting, Accredited Speaker Program, and, of course, the World Championship of Public Speaking®.

With today's volatile market in mind, the educational topics, speaker insight, and international aspect of the program are intended to appeal to a wide audience, members and non-members alike. Members are encouraged to invite their family, friends, and colleagues to join them online for an unprecedented Toastmasters experience. Attendance is expected to be the highest in Toastmasters' convention history.



Rotary Alliance



We anchor with a like-minded ship for mutual benefit. There is a lot to love about the alliance between Rotary and Toastmasters as it leverages the strengths of both organizations for the personal and professional growth of all members.

As part of the alliance, Toastmasters developed online leadership and communication courses, based on the Pathways learning experience, specifically for Rotary members; that is, the courses are not available to Toastmasters members because they take content from various paths already available to them in the more comprehensive Pathways program. Toastmasters is developing eight courses for Rotary, all with projects that are similar to those in Pathways:

- Develop a speech (Launched May 2020)
- Deliver a speech (Launched May 2020)
- Inspirational speech (Launched June 2020)
- Interpersonal communication (Launched June 2020)
- Leadership basics
- Leading a team
- Collaboration
- Inclusive leadership

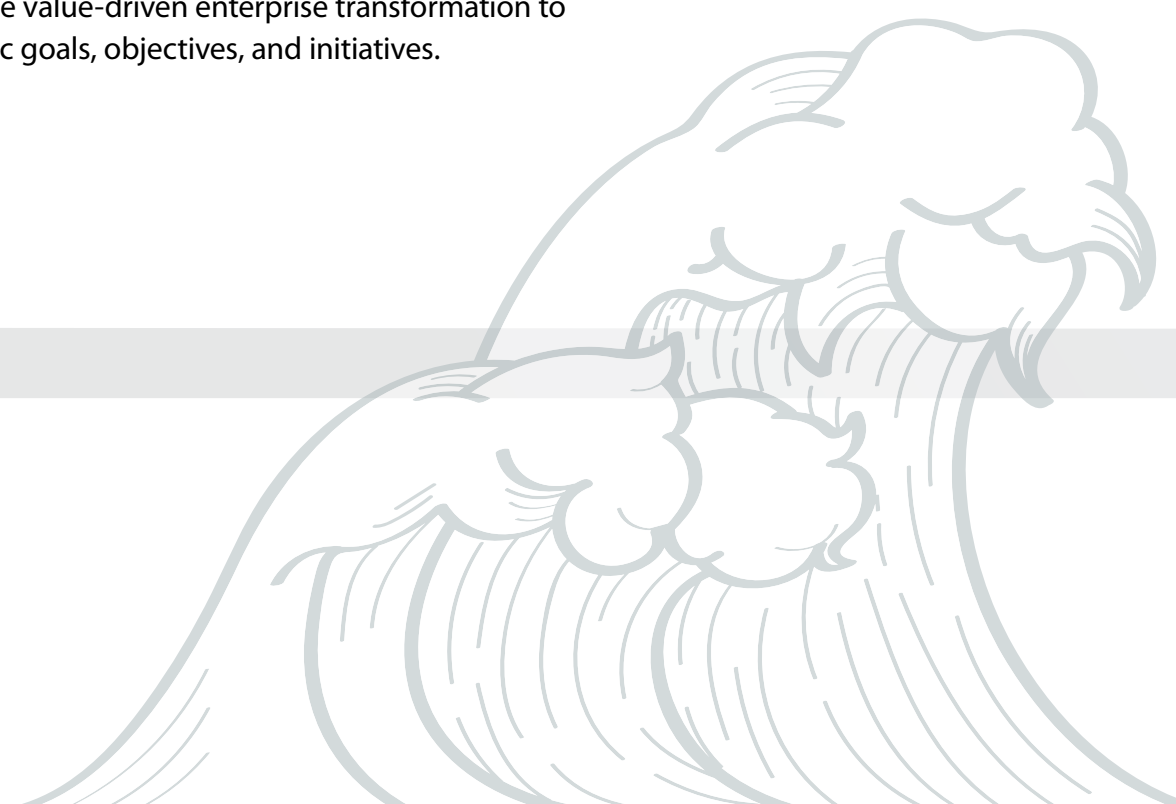
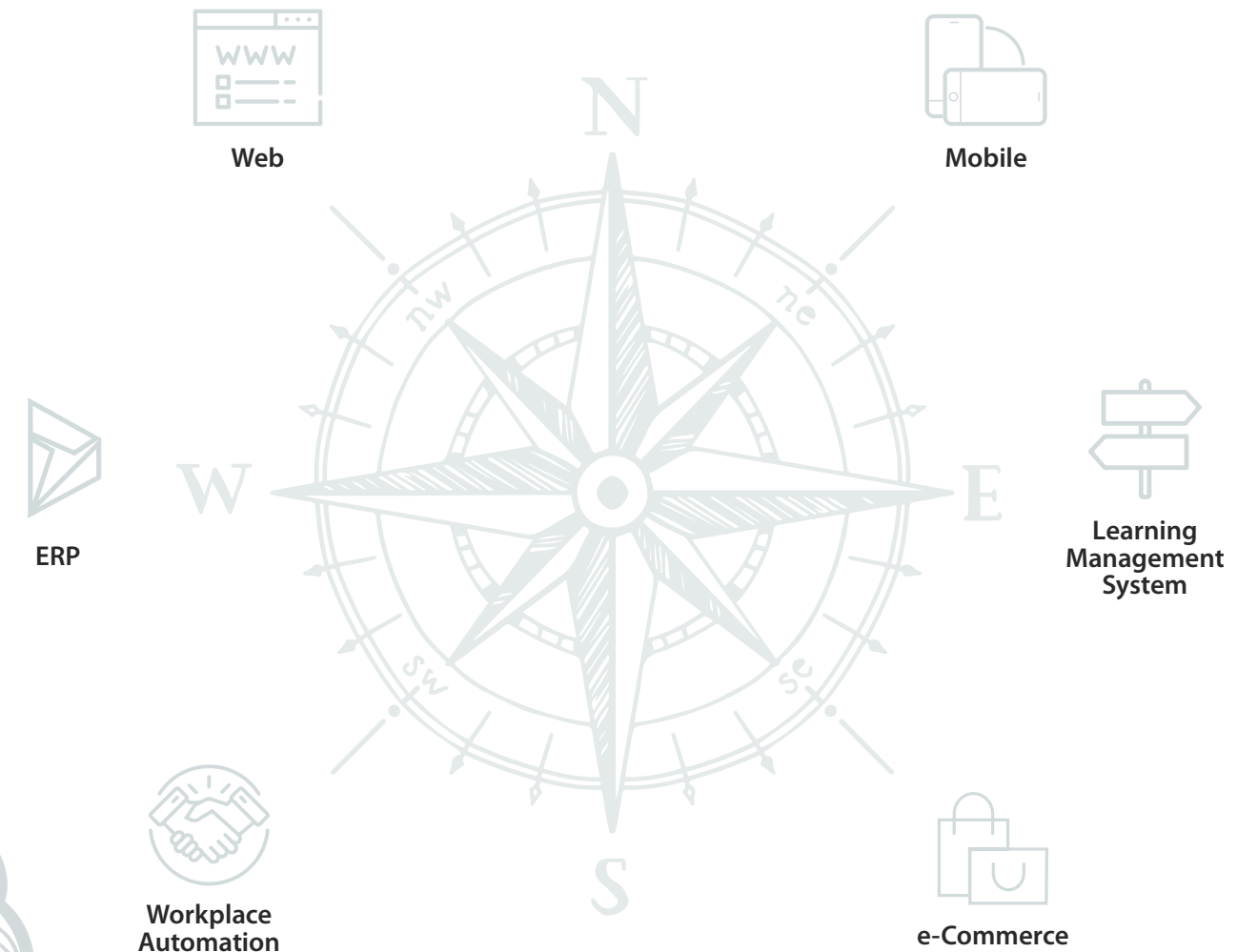
The first four courses in English are now in full swing, with approximately 2,300 Rotary members accessing them—and that's without any significant marketing yet. Translations of the first two courses will soon be released, along with a big marketing push, so Rotary expects a jump in course registrants.

Digital Transformation

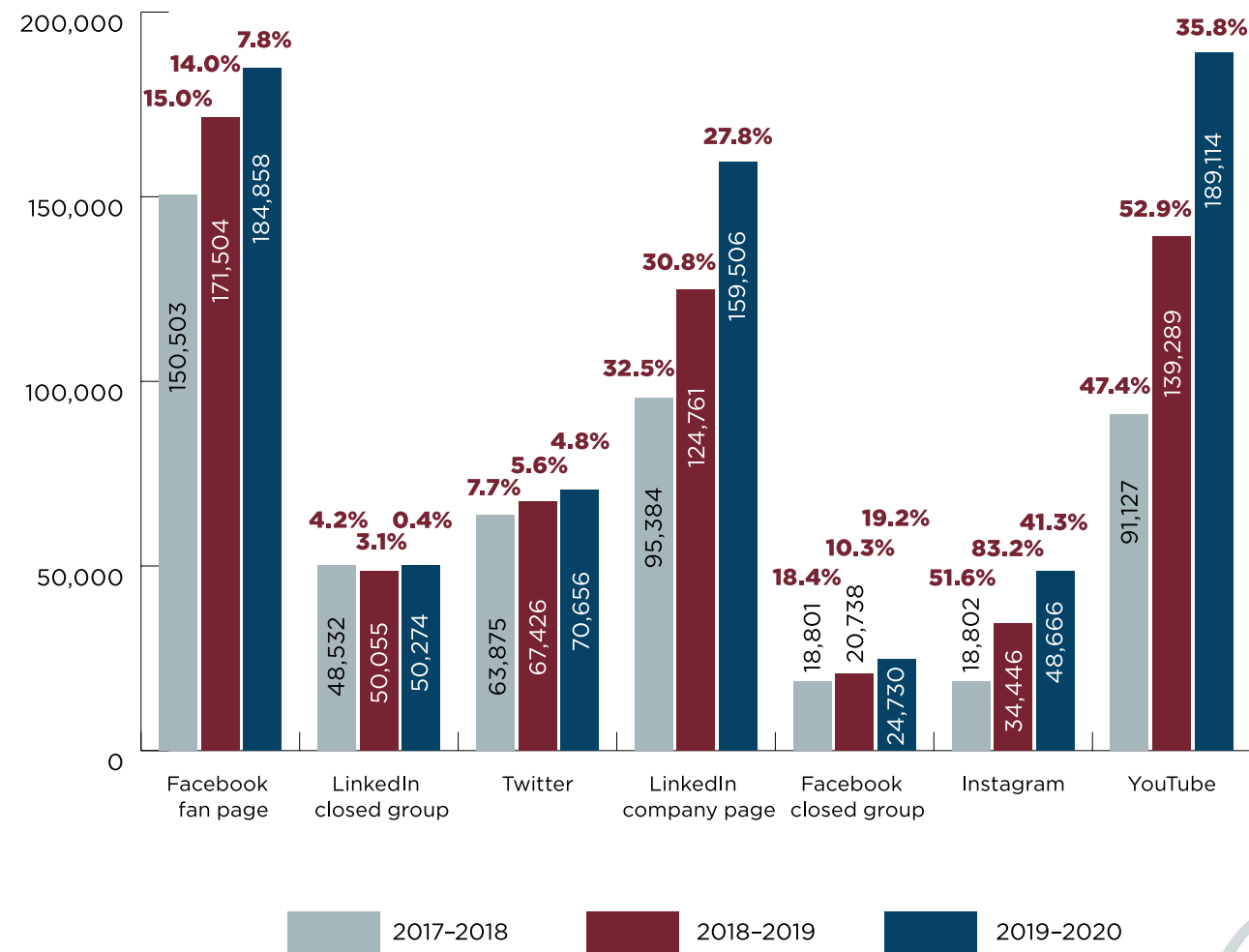
Toastmasters stays the course to find its true, digital north.

Despite new challenges introduced by the COVID-19 pandemic, World Headquarters continues to build the framework necessary to support the introduction of a transformational Enterprise Resource Planning (ERP) system. Goals for the first phase of this effort, beginning in early 2021, encompass replacing the legacy system (Personify), increasing business efficiency levels, and improving overall operational business-process quality. Other phases will follow in 2021 and beyond.

World Headquarters employs a collaborative approach, embracing cross-functional core teams. It effectively combines knowledge and skills across the enterprise to drive innovation and speed to market across its digital products and services. With member experience as the cornerstone of the Toastmasters digital strategy, the core components of a digital transformation focus remain ERP, digital products, and workplace automation. World Headquarters continues to enable value-driven enterprise transformation to achieve its strategic goals, objectives, and initiatives.



Social Media



Social Media

An even-keeled social media presence beckons new members to **Toastmasters**. Toastmasters International maintains a presence on a number of social media platforms to increase its brand awareness and facilitate conversations among members and prospective members worldwide. All platforms increased in followers, but those noteworthy are YouTube, which increased by 35.8% to 189,114 subscribers; Instagram, which increased by 41.3% to 48,666 followers; and the Toastmasters company LinkedIn page, which increased by 27.8% to 159,506 followers.

A new feature in Find a Club sounds out prospective members on how they heard about Toastmasters. So far, the top sources for new prospective members are web searches (30.3%) and a friend or family member (28.2%). Facebook, LinkedIn, and other social media combine to provide 19.0% of total new prospective member leads.



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