

TOASTMASTERS
INTERNATIONAL

100
YEARS

CEO REPORT

AUGUST 2024

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

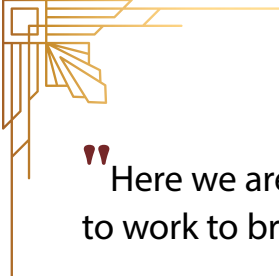
Brand Promise

Empowering individuals through personal and professional development

Core Values

Integrity, Respect, Service, and Excellence

Message From the CEO



“Here we are, with tremendous opportunity before us. I challenge you to get to work to bring us up to a higher level of service. Let us share with others the benefits we have gained for ourselves.”

-Ralph C. Smedley, founder of Toastmasters International



Have you ever wondered about how Ralph C. Smedley invited people to attend the first meeting of what would become Toastmasters International, on October 22, 1924? There was an announcement in a local newspaper. The rest is left to our imagination. I imagine some sort of notice board at the Santa Ana, California, YMCA where Smedley worked.

I believe that the most effective way to encourage guests to attend a club meeting is by extending a personal invitation. During this 100th year filled with celebration, let us all make the Plus One Pledge. Commit to bring a guest to your club meeting by the end of December, thereby honoring Smedley and spreading his vision. Join the pledge now and help us get the word out to inspire other Toastmasters to make the pledge with you. You'll find places to make this pledge when you're in person at the 2024 International Convention in Anaheim, California, and on toastmasters.org/PlusOnePledge.

Throughout this program year, let us look to and cherish 100 years of Toastmasters. We can remember those who preceded us and appreciate their work in ensuring that Toastmasters clubs existed that each of us could join—clubs that, hopefully, continue to meet and provide opportunities for new and experienced members to build their communication and leadership skills. It's now *our* responsibility to ensure the future strength of our clubs and the organization. Let's take a small step in that direction by pledging to bring guests to our meetings.



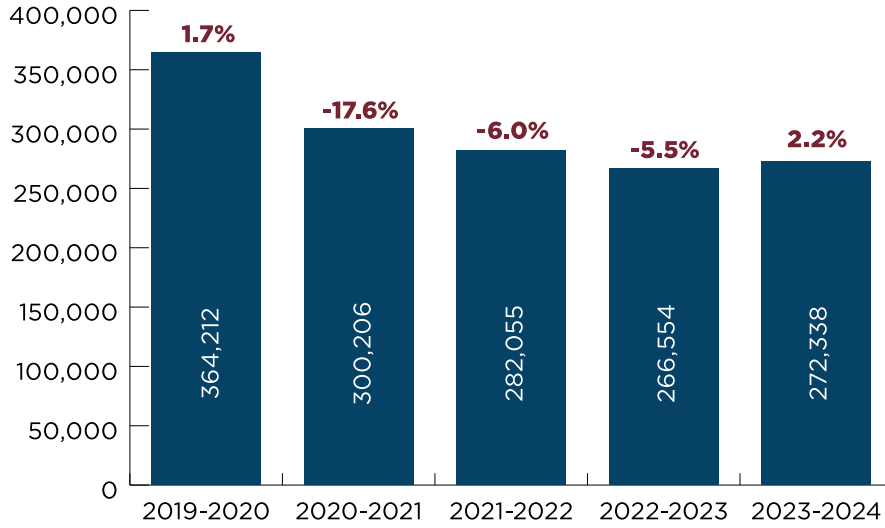
Daniel Rex

Table of Contents

Numeric Snapshots	1
Total Membership	1
Membership Payments	1
Members by Country	2
Paid Clubs	3
New and Suspended Clubs	3
Clubs by Country	4
District Reformations	5
Average Club Size	6
Membership Building Awards	7
Educational Achievements	8
Education Awards by Country	9
Distinguished Clubs	10
Distinguished Districts	10
Education and Product Sales	11
2023–2024 Milestones	12
Celebrating 100 Years	13
Online Member Experience	15
Club Excellence	17
Region Realignment	19
Social Media Update	21

Numeric Snapshots

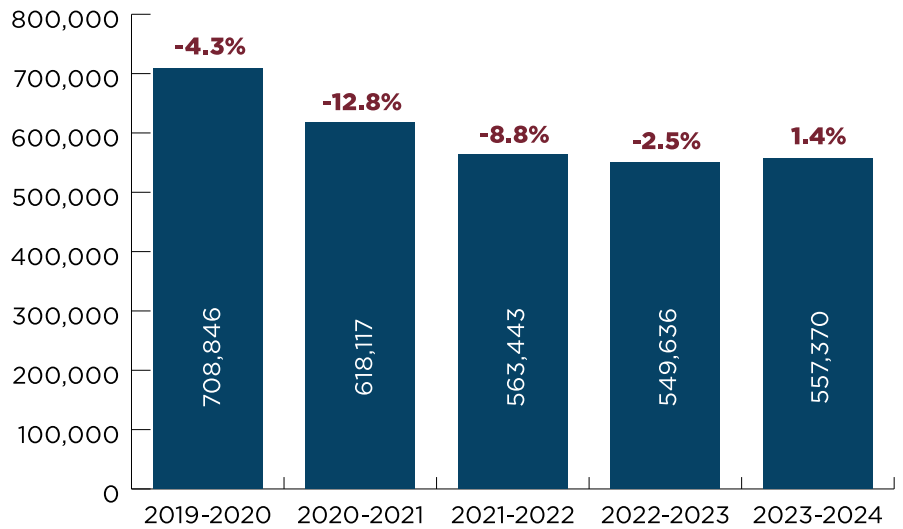
Total Membership as of March 31, 2024



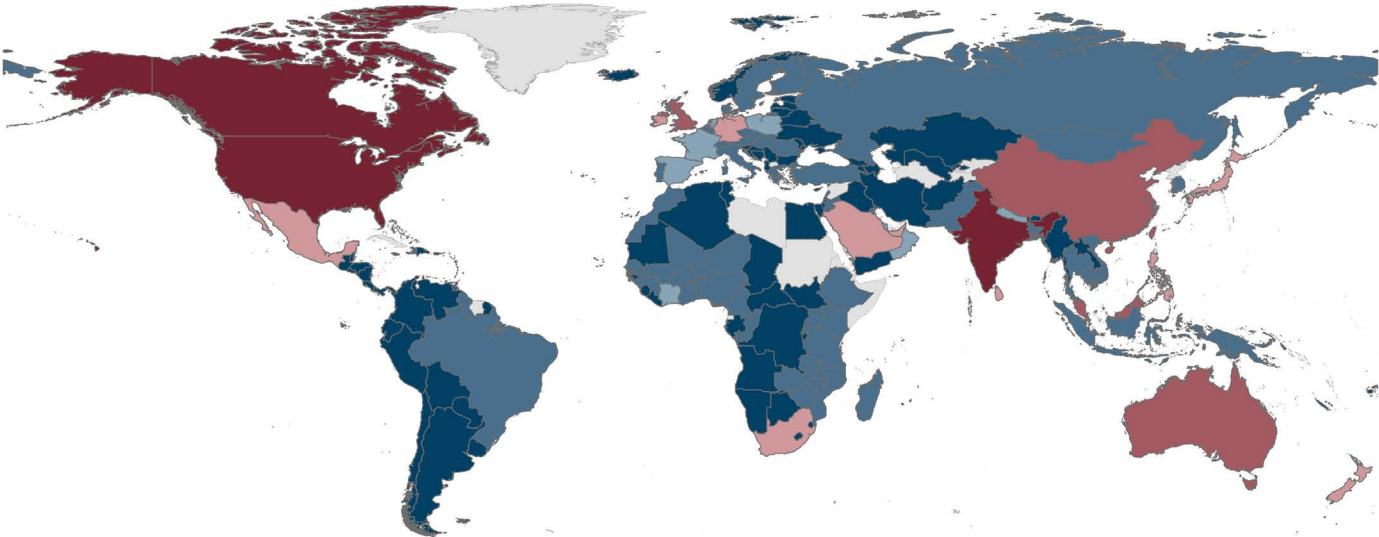
Total Toastmasters membership as of March 31, 2024 increased by 2.2% to 272,338 members compared to March 31, 2023.

Membership Payments as of June 30, 2024

Membership payments increased during the 2023–2024 program year compared to the prior year by 1.4%. Total membership payments received during the year amounted to 557,370.



Members by Country

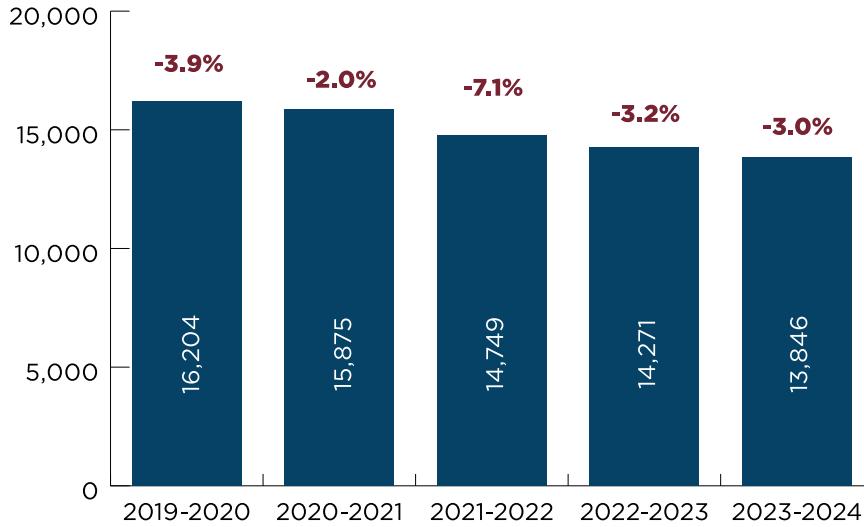


Members by Country

- 1 – 100
- 101 – 1,000
- 1,001 – 2,000
- 2,001 – 5,000
- 5,001 – 15,000
- More than 15,000
- None

272,338
Members

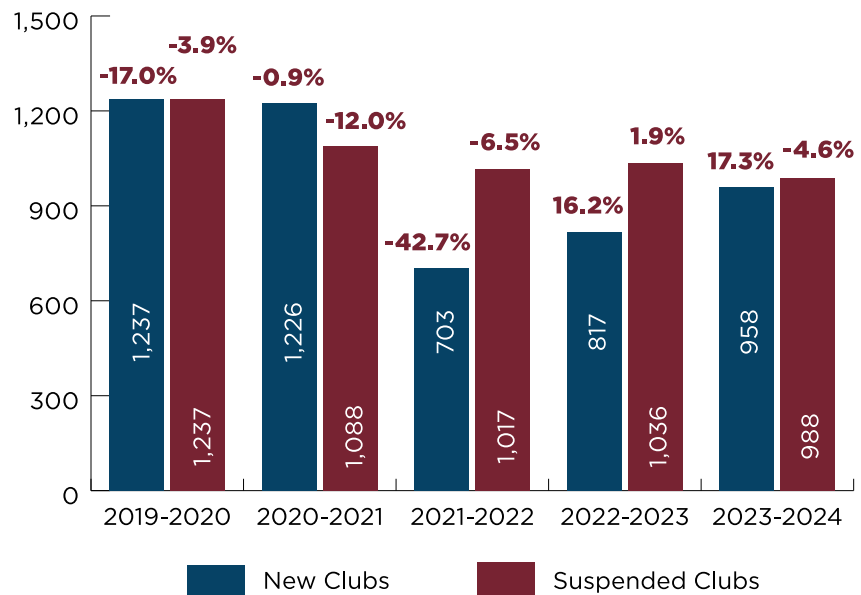
Paid Clubs as of June 30, 2024



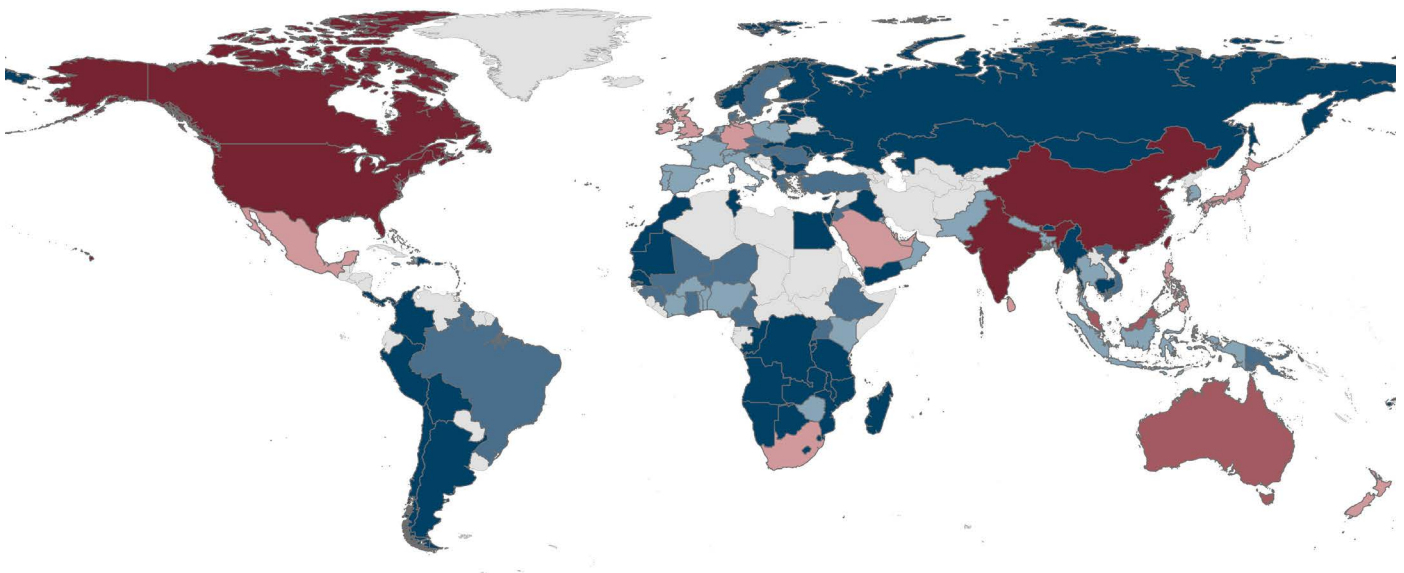
Total paid clubs across the organization decreased during the 2023–2024 program year to 13,846. This is a decrease of 3.0% and is the fifth consecutive year where total paid clubs across the organization has decreased.

New and Suspended Clubs as of June 30, 2024

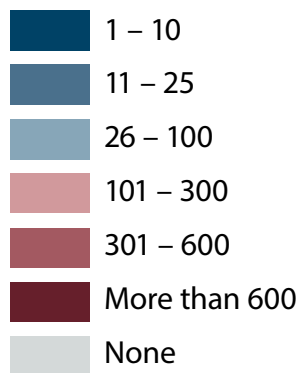
There were 958 total new clubs organized during the program year. This is an increase of 17.3% compared to 2022–2023. During the program year there were also 988 clubs that suspended, fewer than last year by 4.6%.



Clubs by Country



Clubs by Country

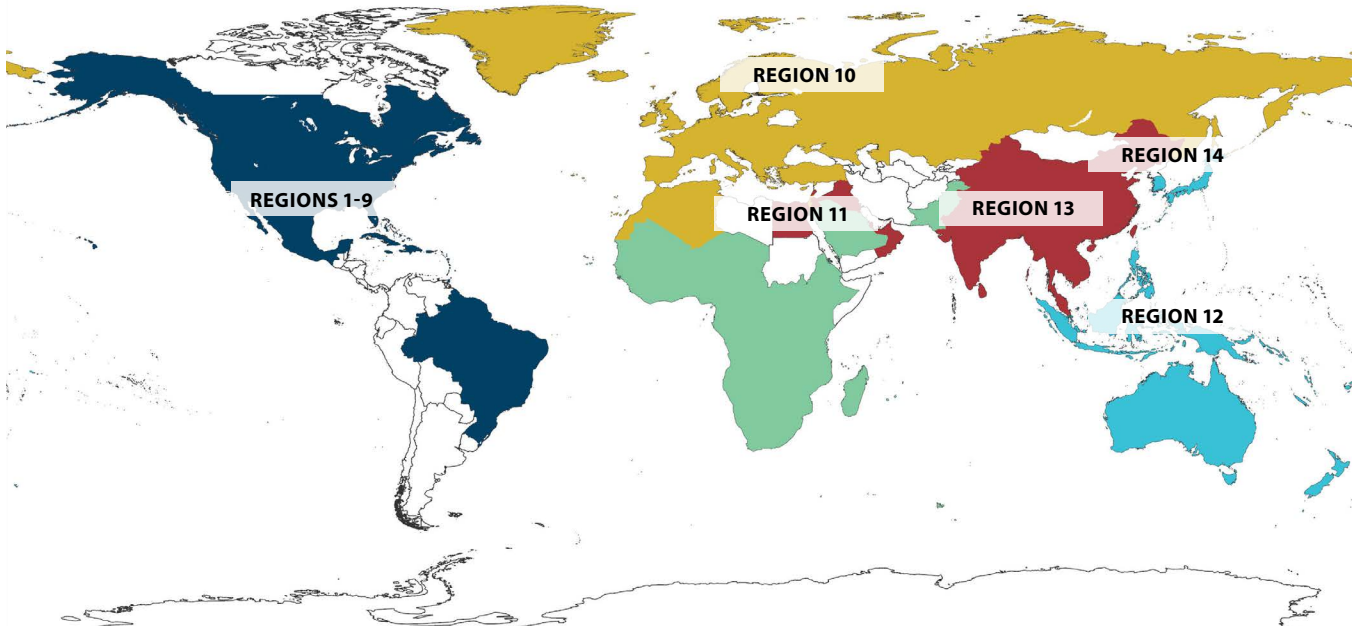


District Reformatations

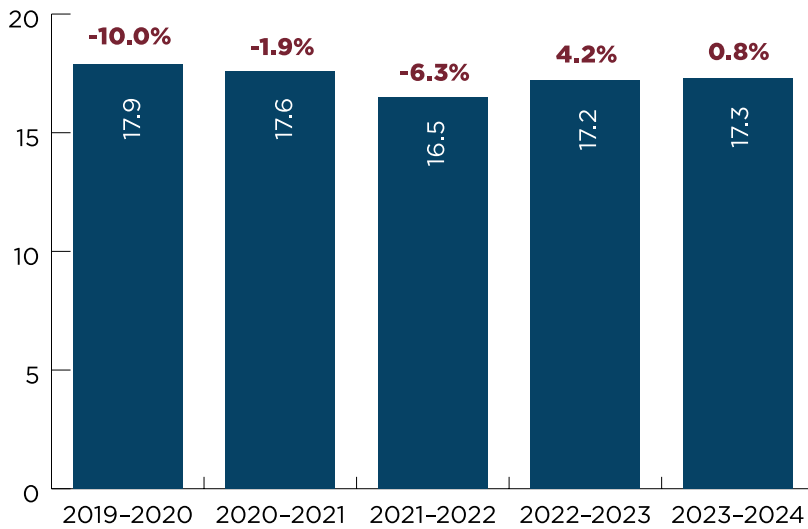
On July 1, 2024, the following District reformatations took place:

Existing Districts	New Alignment	Geographic Region
74	74	Botswana, Bouvet Island, Lesotho, Namibia, Saint Helena, Ascension and Tristan da Cunha, and South Africa provinces Eastern Cape, Free State, KwaZulu-Natal, North West, Northern Cape, Western Cape, and the southwest portion of Gauteng
	129	Angola, Eswatini, French Southern and Antarctic Territories, Heard Island and McDonald Islands, Madagascar, Malawi, Mauritius, Mozambique, La Réunion, Seychelles, Zambia, Zimbabwe, and South Africa provinces Limpopo, Mpumalanga, and the northeast portion of Gauteng
94	94	Cabo Verde, Côte d’Ivoire, The Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Senegal, Sierra Leone, and Togo
	130	Benin, Burkina Faso, Cameroon, Central African Republic, Chad, Congo, Democratic Republic of the Congo, Equatorial Guinea, Gabon, Niger, Nigeria, and São Tomé and Príncipe

2023-2024 Toastmasters Regions

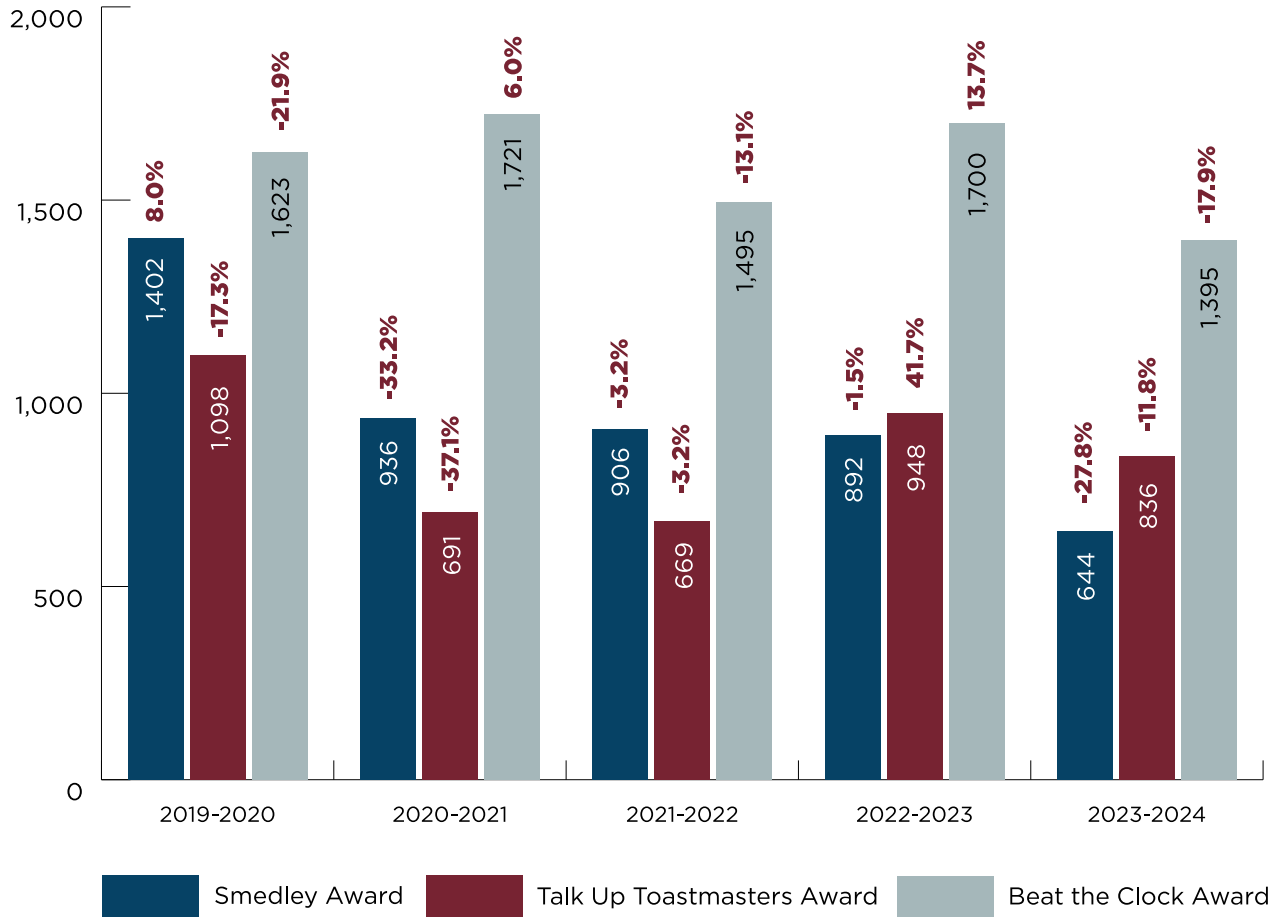


Average Club Size as of June 30, 2024



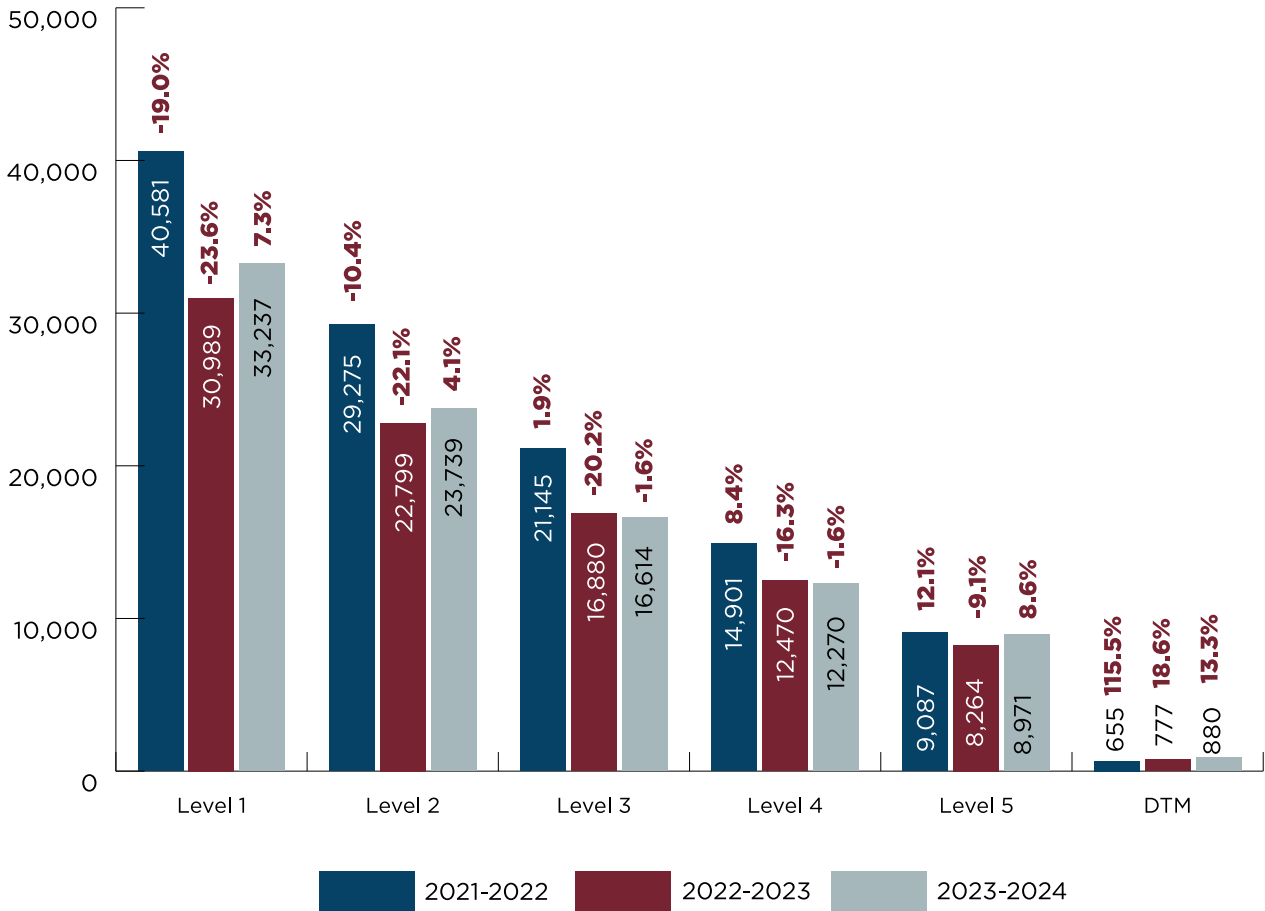
With the slight increase in overall membership, there is a very small increase in the average club size this year compared to 2022–2023. Average club size is calculated as the number of paid memberships in a District divided by the total number of clubs with members in that District as of June 30. The District Club Strength award recognizes Districts that increase their average club size by 10% or more from October to June.

Membership Building Awards



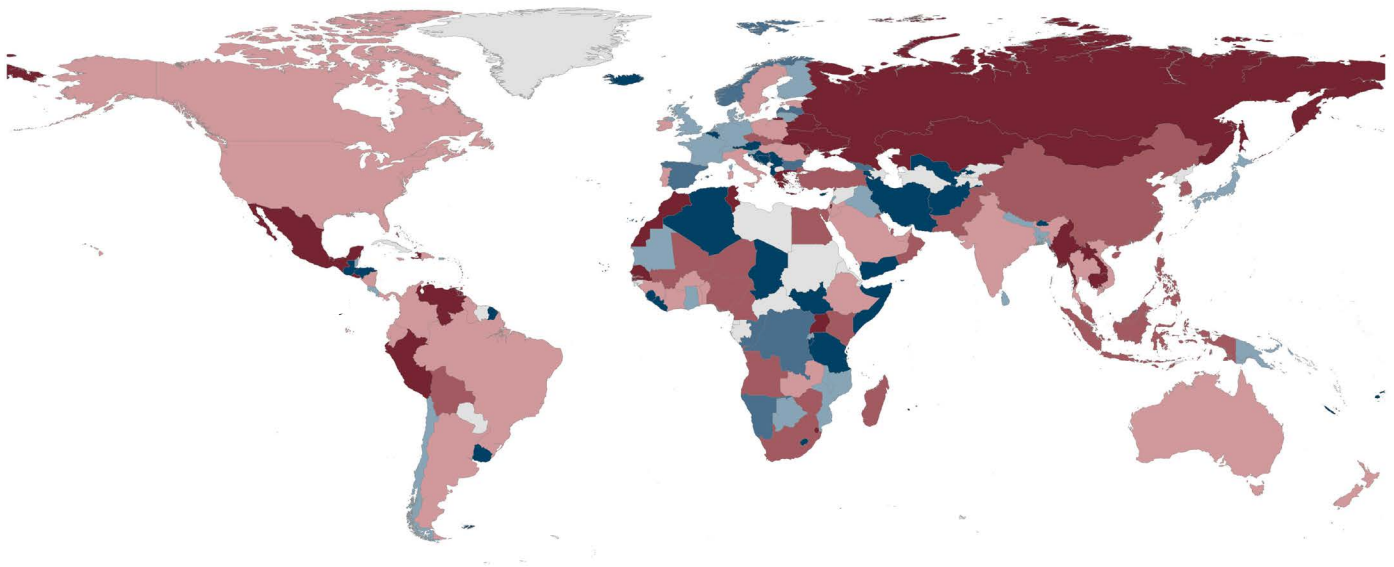
Membership building programs recognize clubs that add five or more new, dual, or reinstated members to their rosters at specific periods in the program year. Clubs that are able to do this benefit from a discount code for club orders in the Toastmasters Online Store and recognition from World Headquarters. The total number of awards across the three programs (Smedley Award, Talk up Toastmasters Award, and Beat the Clock Award) was 2,875, a cumulative decrease of 18.8% compared to 2022–2023.

Educational Achievements

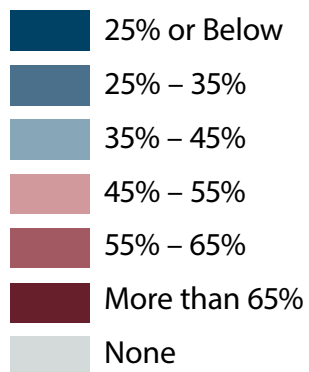


Throughout the program year, members earned 95,711 Toastmasters educational awards. There were increased numbers of Level 1, Level 2, Level 5, and Distinguished Toastmaster (DTM) awards earned in 2023–2024 compared to 2022–2023.

Education Awards by Country



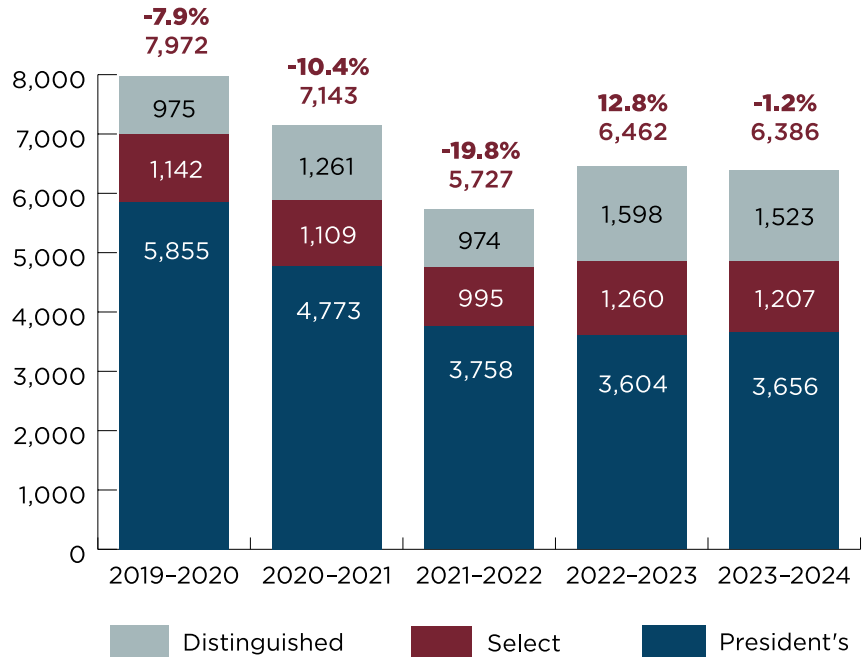
Education Awards Earned by Country
% of Membership



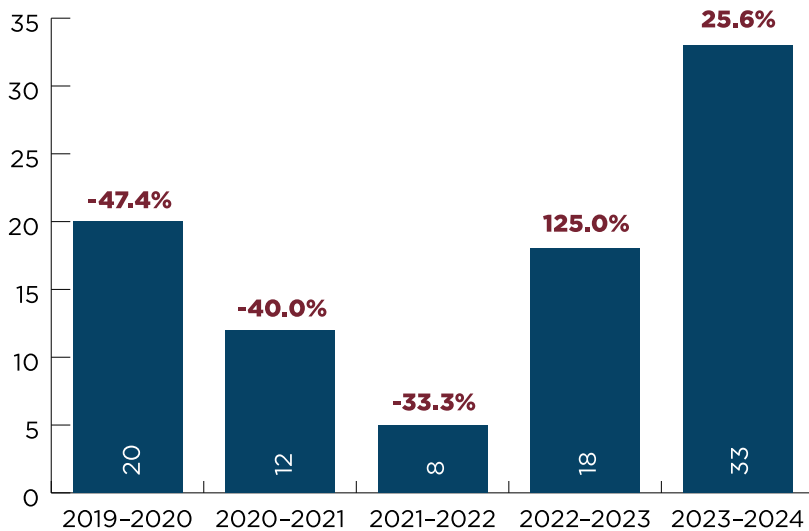
95,711
Education Awards
Earned

Distinguished Clubs as of June 30, 2024

There were 6,386 clubs that reached Distinguished, Select, or President’s Distinguished status during the 2023–2024 program year. This is an overall decrease of 1.2% compared to last year.

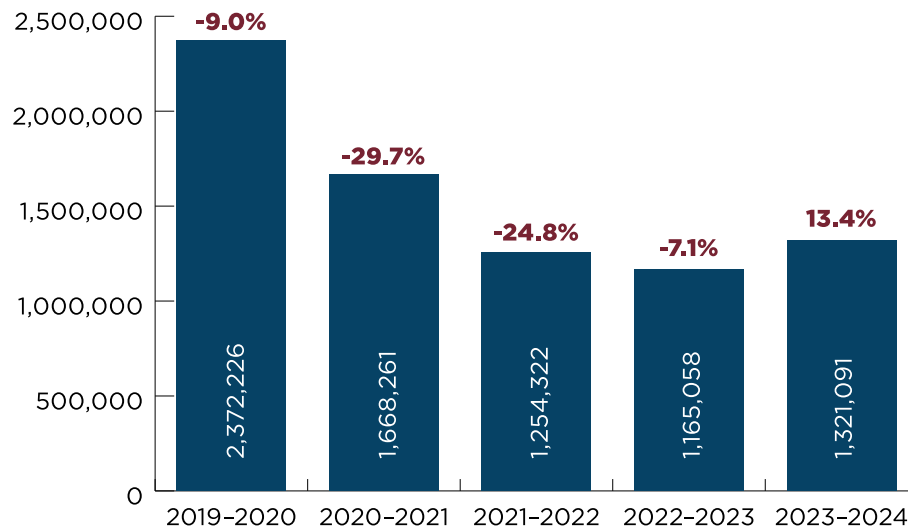


Distinguished Districts



Thirty-three Districts achieved Distinguished, Select, President’s, or Smedley Distinguished levels in the District Recognition Program this year. This is an increase of over 25% compared to 2022–2023, and the highest number of achieving Districts since 2018–2019 (38).

Education and Product Sales as of June 30, 2024



Education and product sales includes path purchases, convention store purchases, and other educational material and store purchases. In 2023–2024, this category increased by 13.4% compared to 2022–2023, with total sales of \$1,321,091 USD.

2023–2024 Milestones

880

Distinguished Toastmaster Awards

8,971

Level 5 Awards

13,846

Paid Clubs

272,338

Members

6,386

Distinguished Clubs

55.42

Net Promoter Score

33

Distinguished Districts

958

New Clubs

150

Countries

Celebrating 100 Years

We are partway through celebrating our organization's centennial year, and there's plenty more in store, in addition to what has already come! First, a comprehensive deep dive paying homage to our rich history is available in *Confident Voices: The Story of Toastmasters*. Members can now preorder the centennial edition of this hardcover book from the Toastmasters Online Store to begin exploring its pages in September. A special highlight of this edition is the reprinted vintage letterhead pages at the back of the book for collecting signatures and adding Toastmasters memories!

Additionally, conventiongoers onsite in Anaheim, California, can stroll through Toastmasters history at the *Toastmasters Through the Years* exhibit. This curated experience highlights key themes and artifacts from the past century and provides a space for Toastmasters to chat with some Past International Presidents and World Champions of Public Speaking—history-makers in their own right! The exhibit is also debuting the new 45-minute documentary *100 Years of Confident Voices*. Through rare footage, historical documents, and interviews, this documentary celebrates the milestones, challenges, and achievements that have shaped Toastmasters into the influential entity it is today—and it will also be available to watch free online in September!

Next, to keep Ralph C. Smedley's vision thriving during this 100th year, the Plus One Pledge encourages all Toastmasters to bring a guest to a club meeting by the end of December. In-person attendees are encouraged to make the pledge at convention, where a Plus One Pledge wall will be displayed at the *Toastmasters Through the Years* exhibit. There will also be an opportunity to make pledges via the online convention platform, and an email will go out after convention encouraging all members to make the Plus One Pledge online at toastmasters.org/PlusOnePledge.

October 22 marks 100 years since the first Toastmasters meeting, making October a big month to celebrate! Members will receive tools and ideas to show their centennial spirit during a club meeting of their choice in October, including:

- Conduct a 1920s-themed meeting, with decorations and attire
- Get a copy of the printed centennial edition of *Toastmaster* magazine, which includes a “Flat Smedley” cutout to take photos with and post on social media using #Toastmasters100Years
- Utilize historical Table Topics® themes, trivia, and a crossword puzzle
- Take the Plus One Pledge, committing to bring a guest to a club meeting by the end of the year
- Incorporate a book signing (like a yearbook signing) with *Confident Voices: The Story of Toastmasters*
- Host a documentary watch party (possibly including Toastmasters alumni) featuring *100 Years of Confident Voices*
- Join forces with other clubs for history-themed readings or book clubs





Online Member Experience

In the coming months, several upgrades are planned to improve the digital Toastmasters experience. First, prospective members will get the opportunity to set up a guest account on toastmasters.org. This account will make it easier for them to keep track of clubs they have messaged—or scheduled a visit with (another new feature)! This is where they will also access and complete the *online* Membership Application when a club officer sends it to them (a new option in addition to the PDF application option).

Officers will also be able to better track and facilitate an individual's journey from prospective member to member on the new Prospective Member Management page in Club Central. This page will display a record of each person who has contacted the club through Find a Club, including submitted contact information. Officers can use this page to keep track of who has contacted each prospective member, if they have visited the club, and more!

The upgrades to the Pathways learning experience with the new and improved Base Camp (the online portal where members access their paths and learning) are going well, and the new system is still expected to launch by the end of the year. Initial feedback from member testers has been positive; testers shared that the system is intuitive, user-friendly, and a vast improvement over the current system. The new system is custom-made to effectively support members in engaging with the Pathways learning experience and will allow for continued enhancements in the future. The feedback and support from members have been critical in developing the new system and will continue to drive future enhancements.

Club Excellence

During the 2023–2024 program year, the Board of Directors implemented a Club Building Initiative to encourage and help District leaders focus on building new clubs. This initiative helped lead to the creation of 958 new clubs, thanks to the hard work of District leaders.

In the same timeframe, though, 988 clubs were suspended. Based on these outcomes, the Board of Directors introduced the Club Excellence Initiative for the 2024–2025 program year to ensure that every club in the organization demonstrates high quality and exemplifies excellence. Doing so should foster a better member experience, boost member retention, and minimize the number of clubs that are suspended. Club officers and District leaders have access to **resources** on toastmasters.org to achieve this goal. A webinar was held in July to introduce the initiative and resources.

With this initiative, club officers should focus on how to use **Moments of Truth** effectively in their club. This means ensuring that in each critical moment when a club has an opportunity to make a positive impression, they do. Specific resources tied to each moment support the club in making a positive impression and these have been packaged together for club officers.

District leaders will look for ways they can most effectively support club officers in delivering a high-quality experience. They will also focus on training Division Directors, Area Directors, club sponsors, club mentors, and club coaches to effectively help clubs. District Directors, Program Quality Directors, and Club Growth Directors will find the right team members for each of these roles and equip them to fulfill their responsibilities.



Region Realignment

Effective July 1, 2024, Toastmasters regions around the world were realigned. This resulted in a reduction of regions in the Americas from nine to seven while increasing the number of regions in the rest of the world from five to seven. This also caused some Districts to be reassigned to a new region.

The Board of Directors is required by Article V, Section 4 (i) of the Bylaws of Toastmasters International to periodically review the regional assignment of clubs to ensure no region represents more than 15% of clubs in good standing. By balancing the number of clubs in regions, representation on the Board of Directors and opportunities to serve on the Board remain equal and fair for members and clubs around the world.





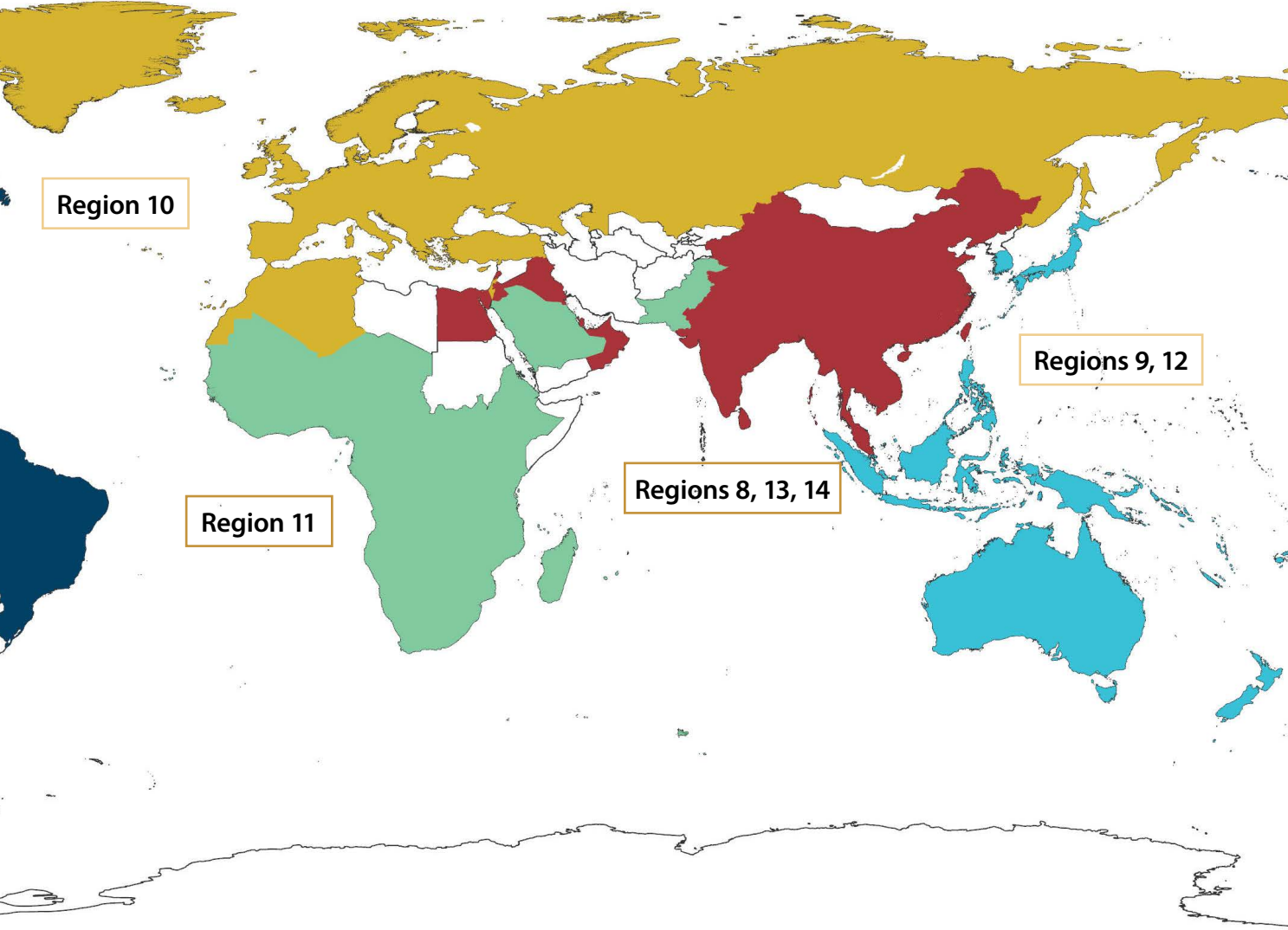
Regions 1-7
Americas
Caribbean

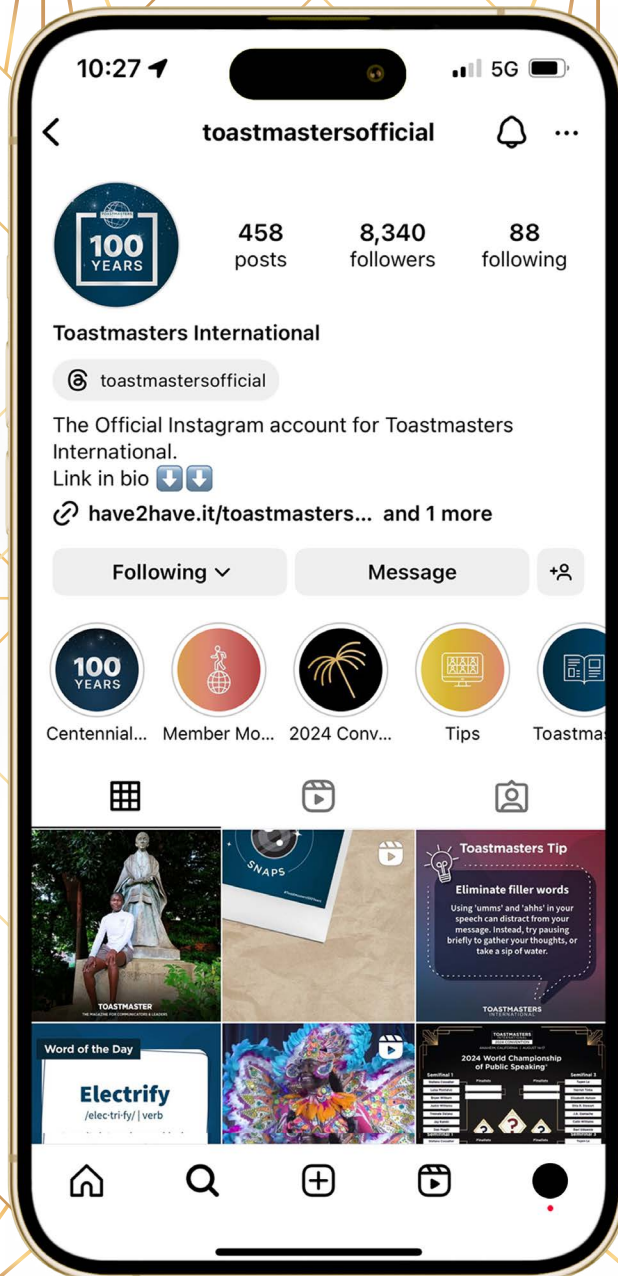
Region 10
Europe
Northern Africa

Region 11
Africa
Middle East

Regions 8, 13, 14
Asia
Middle East

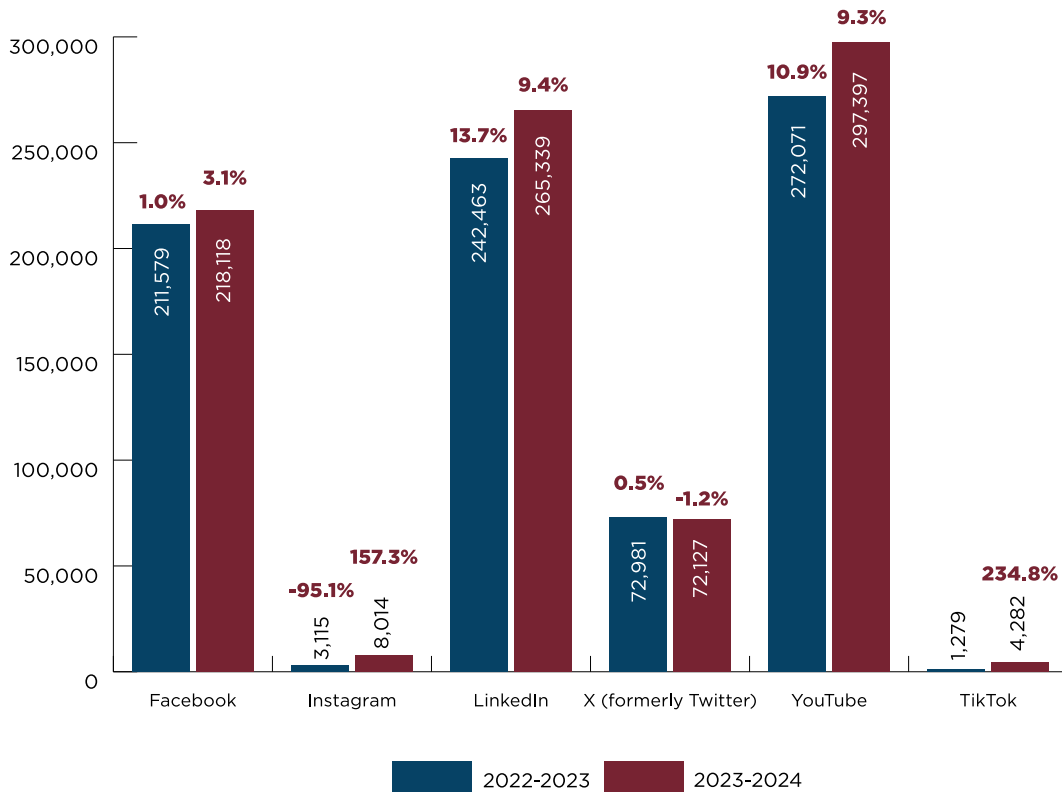
Regions 9, 12
Oceania
Eastern Asia
South Pacific





Social Media Update

Toastmasters continues to expand its social media presence by leveraging current trends. Over the past year, campaigns have highlighted public speaking tips, quotes from the International President and members, leadership advice, the Toastmasters centennial celebration, and the 2024 International Convention. Analytics show that member-focused content and tips perform best across all platforms. In the last year, Toastmasters' social media presence grew on nearly every platform. The organization's official accounts now have over 850,000 followers across all platforms.





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