

TOASTMASTERS
INTERNATIONAL

100
YEARS

CEO REPORT

MARCH 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

The 2023–2024 program year began with an inordinate number of members paying October 2023 renewals early, at the previous \$45 USD dues rate rather than the new \$60 rate. By the end of July, nearly 135,000 renewals had been processed, 18.7 times more than the number of renewals processed in July 2022. By the end of August 2023, total membership payments were 381.12% more than the previous year.

Through September 30, 2023, newly chartered clubs also paid at the previous \$45 rate. There were 235 new clubs organized through the end of September, the highest number we've seen since 2019. The renewals and new clubs pushed total membership payments higher. Those of us who watch the data consistently have held our collective breath. Are the numbers higher because members took advantage of the special rates before the dues increase took effect? Have we finally bounced back from our pandemic-era losses? Might we be growing again?

Yes, in all probability, we're growing again. By the end of January 2024, total membership payments for the program year were more than 7% greater than in the previous year. This is the first positive January month-end data we've seen since 2020, just before the pandemic spread around the world.

Some other indicators, noted in this report, are also positive. District teams are organizing more new clubs than in recent years—but we have a long way to go to reach pre-pandemic norms. We continue to lose too many clubs—and we're not chartering a sufficient amount to make up for the losses. Yet clubs are attracting more new members and are retaining members at an increased rate.

In this centennial year of our organization, there is hope. We're going in the right direction—with much more work ahead of us to regain our strength.

I see these factors as being the keys to the organization's strength as we go forward:

- Clubs consistently demonstrate excellence in club meetings.
- District leaders enhance their focus on the District mission.
- Board of Directors envisions a robust, evolved future for Toastmasters clubs worldwide.
- World Headquarters Team provides highly effective service to club leaders, members, and District leaders.

Let's work together to create a future that is stronger than our past.



Daniel Rex



"A good many of our Toastmasters Clubs are working along with less than 20 active members. It is my opinion, based on long experience, that it is hardly possible for a club to operate successfully with less than 20 men in its activity.**"**

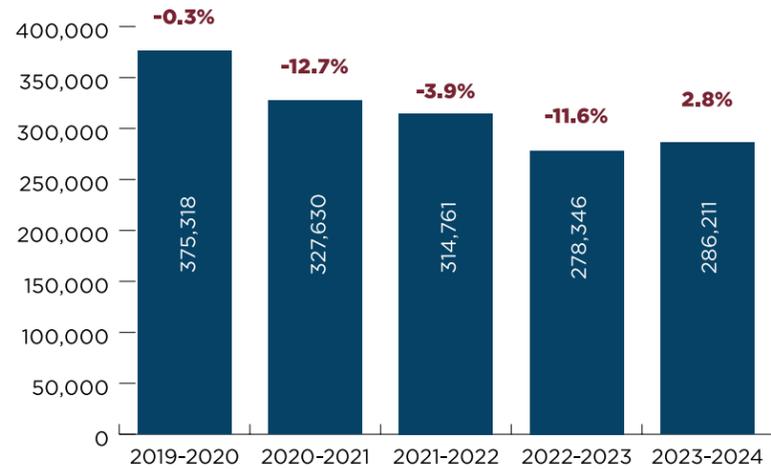
Ralph C. Smedley
Personally Speaking

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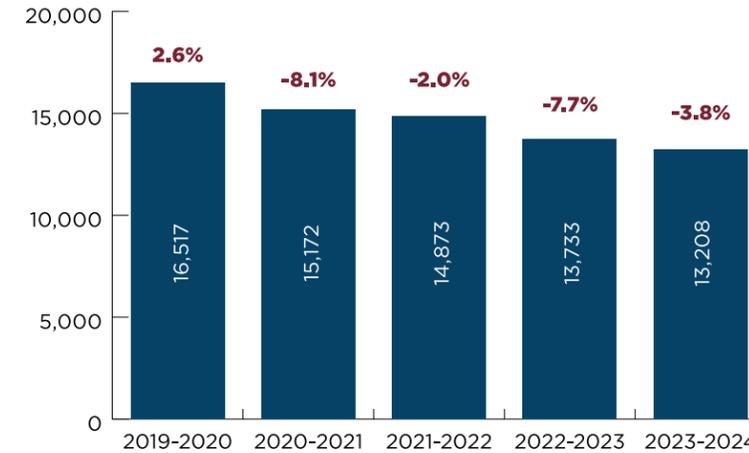
Numeric Snapshots

Total Membership as of September 30, 2023



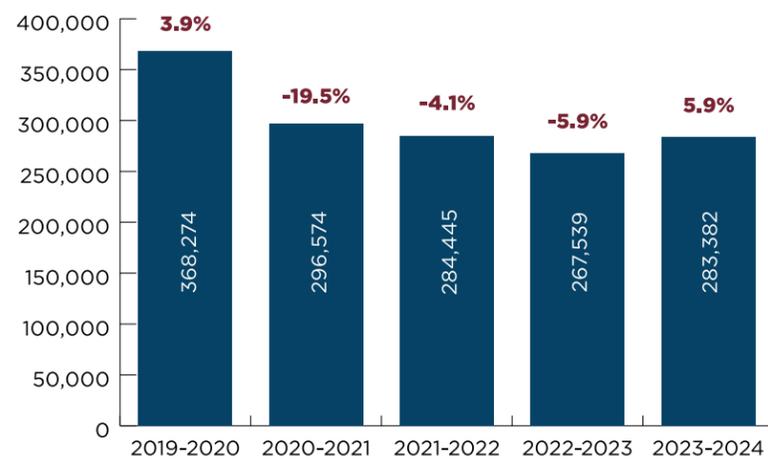
Total membership as of September 30, 2023, increased by 2.8% compared to 2022–2023, to 286,211. This graph represents all memberships as of that date and includes dual memberships.

Paid Clubs



Total paid clubs as of December 31 declined by 3.8% compared to July to December 2022.

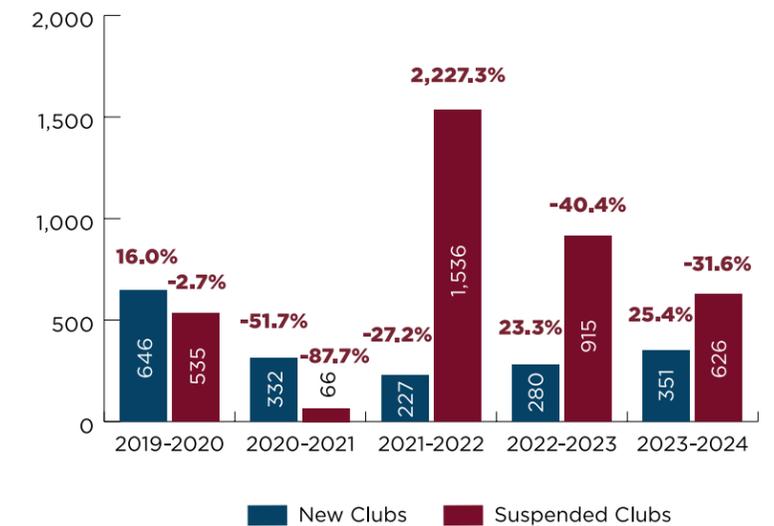
Membership Payments as of December 31, 2023



As of December 31, 2023, membership payments during the 2023–2024 program year had increased by 5.9% compared to the first half of the 2022–2023 program year.

The first half of the program year has had improved new club chartering, up 25.4% compared to 2022–2023 to 351 new clubs. This continues last year’s trend of having fewer clubs suspend during the first half of the program year compared to the year prior. This year had another decrease, by 31.6%, to 626 clubs suspended in the period.

New and Suspended Clubs



District Reformatio

On July 1, 2024, the following District reformatio

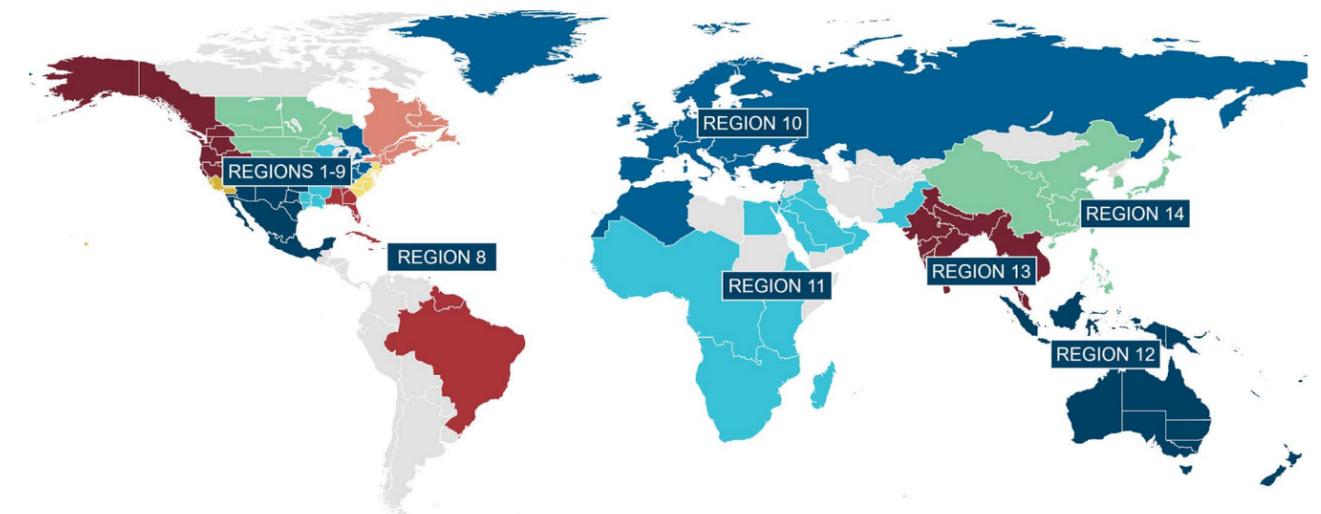
Existing Districts	New Districts	Geographic Region
74	74	Botswana, Lesotho, Namibia, and South African provinces (Eastern Cape, Free State, KwaZulu Natal, North West, Northern Cape, Western Cape, and southwest portion of Gauteng)
	129	Angola, Eswatini, Madagascar, Malawi, Mauritius, Mozambique, South African provinces (Northeast portion of Gauteng, Limpopo, and Mpumalanga), Zambia, and Zimbabwe
94	94	Côte d'Ivoire, Gambia, Ghana, Guinea, Liberia, Mali, Senegal, and Togo
	130	Benin, Burkina Faso, Cameroon, Chad, Congo, Gabon, Niger, and Nigeria

Region Realignment

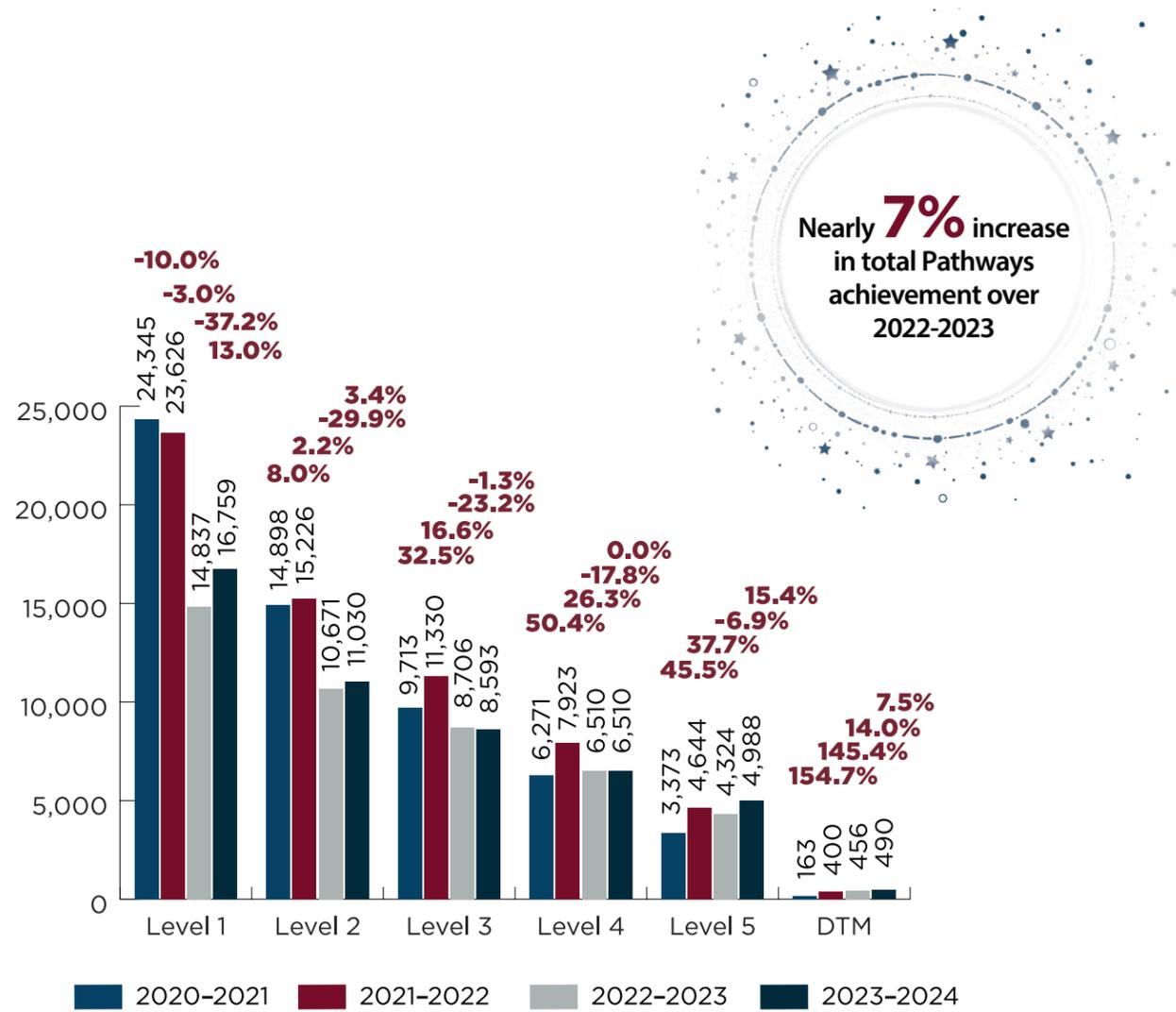
Beginning July 1, 2024, a realignment of Toastmasters regions will go into effect. This adjustment balances the number of paid clubs across regions, ensuring membership representation on the Board of Directors and opportunities to serve on the Board are equitable. The changes will reduce the number of regions in the Americas from nine (9) to seven (7) and increase regions in the rest of the world from five (5) to seven (7).

Learn more on the [Region Realignment 2024](#) page.

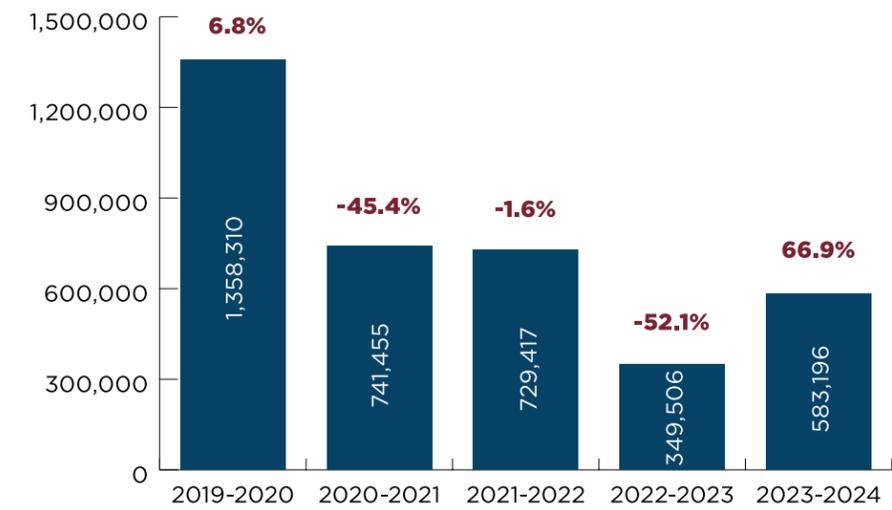
2023–2024 Toastmasters Districts



Pathways Achievements



Education and Product Sales



Education and product sales for the first half of the program year increased by 66.9% to \$583,196 USD. This category includes path purchases and other product sales.

There were over 48,000 education awards earned by members in the first half of the 2023–2024 program year. Achievement in individual level completions increased for nearly all levels, with the biggest year-over-year increase in path completions, at nearly 5,000 Level 5 awards so far this year.

Celebrating 100 Years

October 22, 2024, will mark 100 years since the first Toastmasters meeting—a momentous occasion that we’re celebrating all year long! The anniversary year kicked off at the end of January with special 100-year logos, limited-edition memorabilia, and resources members can use throughout 2024.

To keep the excitement going, additional content will continue to be added to toastmasters.org/100Years, like the detailed history of the organization that was published earlier this month.

Members are encouraged to get in the centennial spirit during District conferences by watching a video full of fun historical clips and utilizing limited-edition stationery. They can also share pictures of each month’s Centennial Snaps theme on social media using #Toastmasters100Years.

More 100th anniversary updates and unveilings are planned for the months ahead. By August, the pomp and circumstance will be in high gear with a 1920s theme and celebration dinner at the 2024 International Convention in Southern California, the birthplace of Toastmasters. Attendees can also delve into the organization’s rich history by exploring the onsite museum at convention. More Toastmasters history is forthcoming in a comprehensive historical book, official title coming soon

October will bring exciting opportunities for members to celebrate locally at clubs, with details to be revealed in the months ahead. The goal is to keep making milestone memories as we celebrate 100 years of communication excellence.

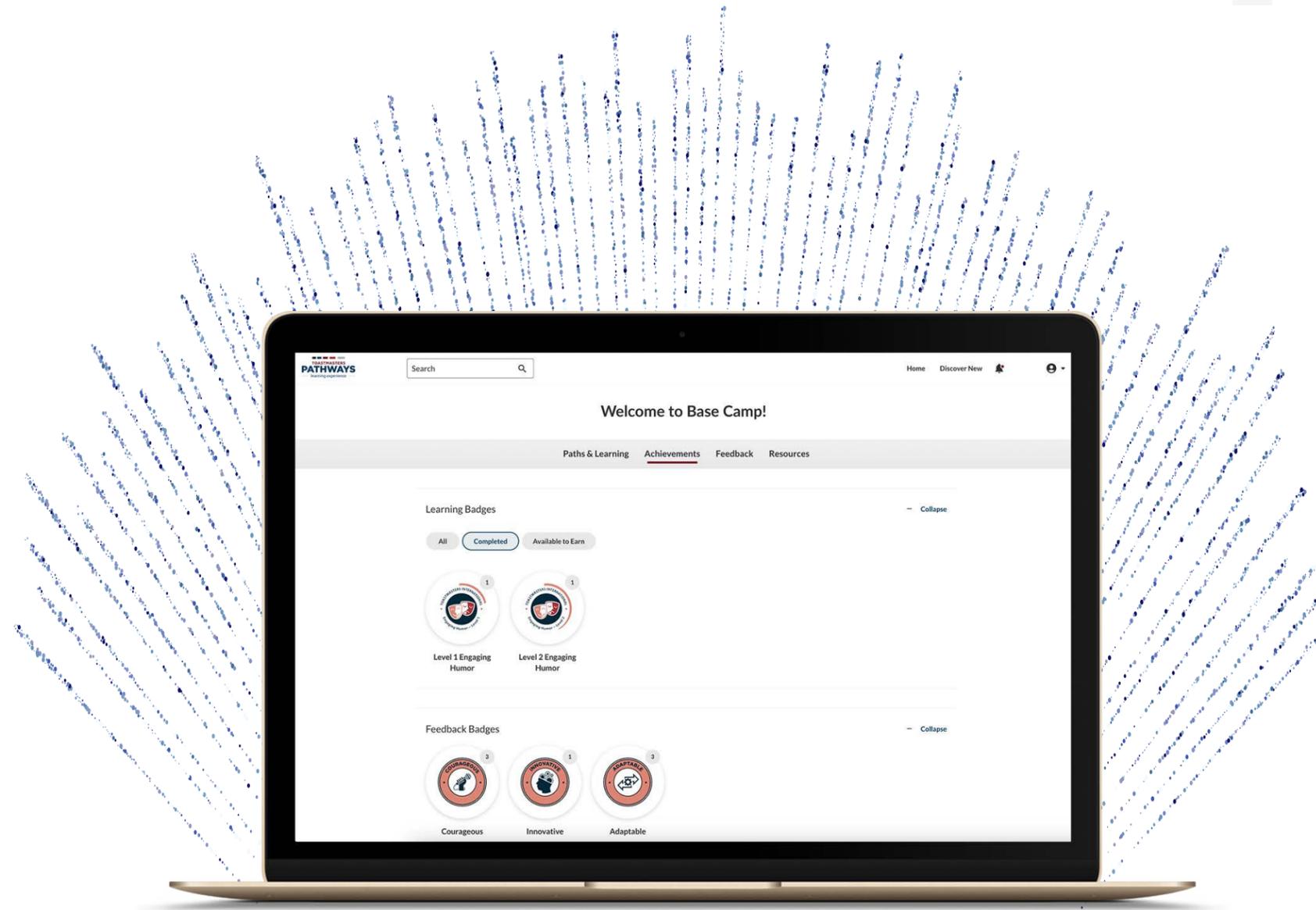


Online Member Experience

Later this year, the Pathways learning experience is getting upgraded with a new and improved Base Camp, the online portal where members access their paths and learning. The new platform will be easier to navigate, will be supported on mobile, and will include new features, like the ability to share badges to social media and complete digital evaluations directly in the system. It will also support more frequent content updates in the future. Testing of the new system has been successful so far, and the team at World Headquarters can't wait for members to engage with Pathways content in the enhanced system.

In December, members and nonmembers alike were introduced to Toasty, the Toastmasters International virtual assistant. Inspired by the popular convention bear, Toasty uses artificial intelligence (AI) to answer common questions on toastmasters.org 24 hours a day. Additionally, in February, Toasty expanded to give users the option to connect to live chat support with a member of the Club Quality and Member Support Team during business hours. We are thrilled to provide an enhanced member experience by adopting advanced technology tools.

To help protect our systems and our members' data, the login process to toastmasters.org was modernized in December. This change was necessary to protect against hacking attempts, which are occurring with ever more frequency across the world. The Information Technology Team encourages all members to set a long, unique password for all websites and to consider the use of a password manager.



2023 Convention Recap



The 2023 International Convention took place at the Grand Hyatt Baha Mar Resort and Convention Center in beautiful Nassau, Bahamas. Members and nonmembers had the opportunity to engage in 29 hours of live content by attending the event in person or by streaming the content through the Toastmasters digital event platform. The convention brought together 5,627 members and nonmembers from 147 countries, with 862 attending onsite in Nassau, Bahamas, and 4,765 attending online.

Toastmasters were welcomed to Nassau by the Bahamian Ministry of Tourism and Aviation, with support from a dedicated team of Helping Hands Volunteers led by Host District Co-Chairs Pamela Rolle, DTM and Anthony Longley, DTM. Opening Ceremonies included a formal address from Prime Minister Philip Davis and attendees were treated to cultural performances throughout the four-day event. The popular Smedley Fund 5K event was also brought back, with 124 participants running or walking to raise charitable funds.

The 2023 International Convention combined culture with tradition and will be a memorable event in Toastmasters convention history as we lead up to the centennial celebration at the 2024 International Convention.

Milestone memories will be made August 14–17, when the 100 Years anniversary will be in full swing at the annual convention event, hosted in Southern California, the birthplace of Toastmasters. The convention's Art Deco theme will reflect the prosperity of old and the excitement of new. In honor of the centennial, many special activities and highlights are planned for attendees this year, such as a history museum display, a President's Celebration with a 1920s theme and costumes encouraged, a history panel discussion, and so much more. Come to learn, connect, and take part in the most dazzling communication event on the planet. Additional exciting details will be unveiled soon.

Club-Building Initiative

Club growth is vital to the continuing growth and success of the organization. To revitalize club-building efforts among Districts, the Board of Directors established a club-building initiative for the 2023–2024 program year. This initiative is focused on providing tools and resources to the entire District Executive Committee, the Club Extension Chairs, and any other members identified by the District who will be supporting club-building efforts.

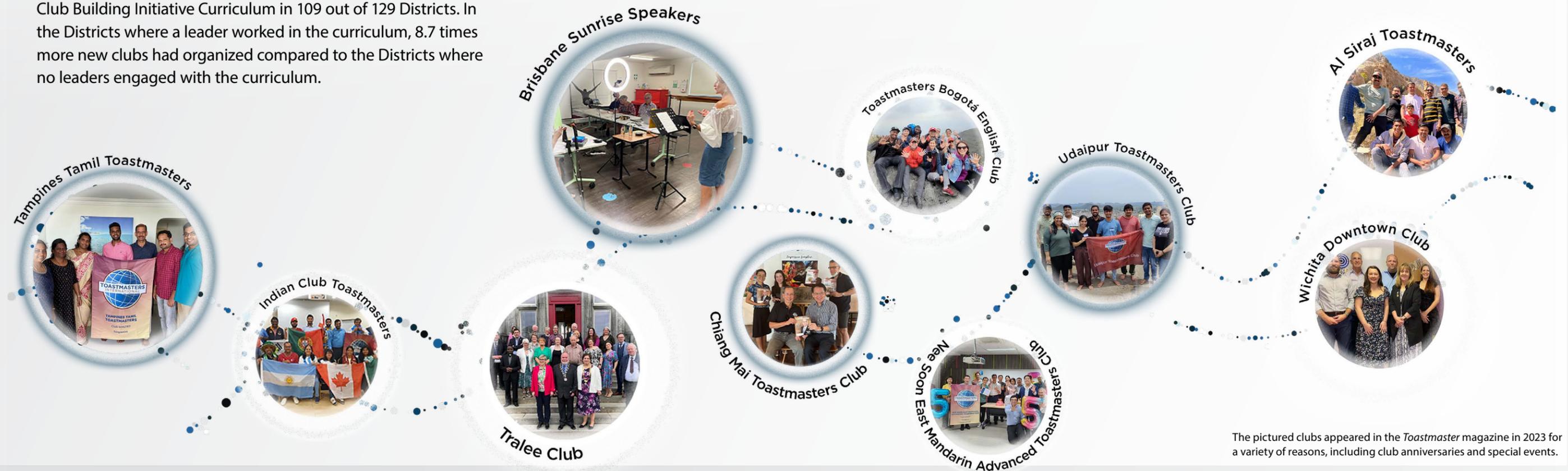
In July 2023, the Toastmasters International Executive Committee presented the initiative to all District Executive Committee members and Club Extension Chairs in a live webinar. Following the webinar, about 5,300 District leaders received access to the Club Building Initiative Curriculum in Base Camp, where they can view the webinar recording and review other club-building resources.

As of December 31, 2023, at least one leader had started the Club Building Initiative Curriculum in 109 out of 129 Districts. In the Districts where a leader worked in the curriculum, 8.7 times more new clubs had organized compared to the Districts where no leaders engaged with the curriculum.

The Board of Directors also supported new requirements to qualify for the Distinguished District Program for the 2023–2024 program year. These additions ensure that District leaders have a solid foundation in their club-building efforts. In addition to submitting the District Success Plan and having 85% of Division and Area Directors trained, these three items are also required:

- Submit the District Market Analysis Plan by September 30
- Submit the District Communication Plan by September 30
- Each District is to meet with their Region Advisor at least twice by May 31

Even with the additional requirements, and somewhat short notice, all Districts submitted their plans by September 30 and are currently qualified for the Distinguished District Program.



The pictured clubs appeared in the *Toastmaster* magazine in 2023 for a variety of reasons, including club anniversaries and special events.

Public Relations Update

In the last six months, Toastmasters International has received positive media coverage in broadcasts and in print and online publications. That coverage has resulted in more than 10,000 Toastmasters feature stories and mentions that have reached millions of people since July 2023. Prominent examples of publicity for the organization include feature stories by *Fast Company*, *Forbes*, *MSN*, *NPR*, *The New York Times*, *The Philadelphia Inquirer*, *U.S. News & World Report*, *CTV News* in Canada, *Daily News* in Sri Lanka, the *Irish Independent* in Ireland, *The Nassau Guardian* in The Bahamas, and *New Indian Express* in India.

The 2023 World Champion of Public Speaking, Jocelyn B. Tyson, was featured by *The Philadelphia Inquirer* in “**The ‘World Champion of Public Speaking’ is a pharmacist who grew up in Burlington County.**” In the article, Rhonda Young, District 38 Director and Tyson’s mentor, said she could tell immediately that Jocelyn had the tone, inflections, and gestures to eventually become a World Champion. “Toastmasters gave her the practice, and the constructive feedback, to refine and polish what she had,” said Young.

The 2023 International Convention in The Bahamas received a great deal of publicity before, during, and after the event. Toastmasters dignitaries and members were featured on prominent local radio and television programs, as well as in print and online publications, throughout the week of the International Convention. One of the resulting broadcast segments came from ZNS Network, a widely viewed national TV station in The Bahamas. The segment, **PM Opens Toastmasters Convention**, showed highlights of the event’s Opening Ceremonies, including remarks from the Bahamian Prime Minister, The Honorable Philip Davis KC, a Distinguished Toastmaster himself.

In October, Toastmasters was featured on NPR’s national podcast “Life Kit.” Immediate Past International President Matt Kinsey and Second Vice President Stefano McGhee provided the podcast host with public speaking tips and background information on the organization for the episode, “**Oops, I messed up! 7 common public speaking issues—and how to fix them.**”

These media snapshots, along with others, were repurposed on Toastmasters’ social networks, which helped drive the organization’s overall exposure and the public’s awareness. Many of the articles sprang from well-received press releases, including announcements highlighting the 2023 International Convention, the new World Champion of Public Speaking, and International President Morag Mathieson taking office.





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