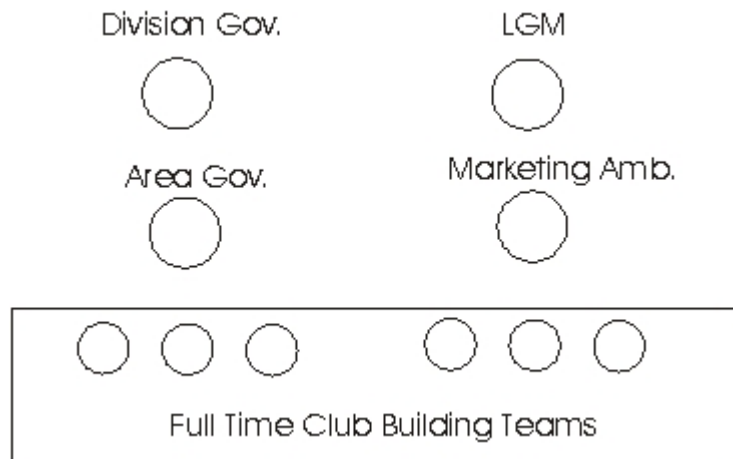


## District 60 Marketing Ambassador

Strong Districts are encouraged to increase their size by Toastmasters International. As a result of our strong club growth over the past few years our District is expected to grow each year with a percentage increase. There are no signs that our market is saturated. As a result, District 60 has had to be creative with its club building efforts. The following notes shall explain the role of the Marketing Ambassador.



On the left side of the sketch above you see the regular District Executive positions. The Division Governor and the Area Governor are expected to work on club building as well as maintain their support for the clubs and handle the various contests and training.

As with any customer service based organization, Toastmasters must maintain a full time connection with its marketing efforts. The Division and Area governors can become very busy at times and club building will suffer. As a result, Districts 60 has created the Marketing Ambassador position. The Marketing ambassador works full time on Club Building.

### Marketing Ambassador (full time Marketing)

- If the Division does not have new club leads, then the Marketing Ambassador shall generate leads
- Follow up with leads, educate club organizers about Toastmasters
- Provide a Demo team to fill roles at Demonstration meetings
- Train Demo meeting Club Building Teams
- Actively search for support throughout the Division for Demonstration meetings
- Actively search for club sponsor support
- Actively search for club mentor support
- Build clubs and recognize the efforts of the Demonstration teams
- Report progress to the Lt. Governor Marketing and Division Governor