

DISTRICT GOVERNOR: Mark Richards

DISTRICT #17

PLAN MATRIX DISTRIBUTION: Submit to World Headquarters no later than September 30 for credit in the Distinguished District Program. E-mailed (districts@toastmasters.org) or fax to (949-858-1207)

PLAN MATRIX AND WORKSHEET DISTRIBUTION: DGs, Lt. Governors, District Executive Committee, International Directors
SUBJECT: Major Objectives

Objectives	Number	Distinguished District Program Goals	Current Year District Goals	Year 2		Year 3	
				District Goals	District Goals	District Goals	District Goals
MARKETING: Building New Clubs	1.1	1	5	5		6	
Membership Growth	1.2	2326	2400	2500		2750	
Rescuing Low-Member Clubs/ Club Coaches	1.3	4	7	5		5	
EDUCATION & TRAINING: CCs	2.1	79	90	100		120	
ACs	2.2	22	45	60		70	
CLs, ALs, DTMs	2.3	56	70	80		100	
Training Club Officers	2.4	N/A	90%	90%		90%	
Training Division & Area Governors	2.5	100%	100%	100%		100%	
DISTRICT TEAM SUCCESS: Distinguished Clubs	3.1	N/A	50%	60%		70%	
Distinguished Divisions and Areas	3.2	N/A	80%	85%		85%	

If sending by mail, please sign and date below

District Governor Mark Richards

Lt. Governor Education & Training [Signature]

Lt. Governor Marketing [Signature]

Date 12th SEPT 2011