

- Club Assistance/Club Coach

Club Assistance

The Marketing Team's primary function is to work on forming new clubs around District 28. However, it is important to pay attention to existing clubs. Sometimes, for a variety of reasons, a club finds itself in trouble. Perhaps it's an attendance problem. Perhaps enough members sign up to speak, but then keep canceling. Perhaps there's a problem in the evaluation department (i.e., too many whitewashes, or too many emotional bruises.) Marketing Team members may be called upon to visit the club once or twice (at the club's request, of course), to provide guidance to help get things back on track. Contact the Lieutenant Governor of Marketing or the appropriate Marketing Ambassador for more information.

Club Coach

What if the problem is more serious than members being stuck for topics? What if membership levels have dropped, and attempts to fix it "in house" have not succeeded? Clubs with 12 or fewer members may request a Club Coach to help them rebuild. Please note that the club must request a Club Coach before one can be assigned. Coaches are appointed by the District Governor, so the Coach may or may not be a member of the Marketing Team, but the Marketing Ambassadors and Demonstration Team members can talk about the Club Coach program and help make that connection.