

Vice President Public Relations

Club Officer Training



1313E

Session Objectives

- ▶ Identify your role within the club
- ▶ Fulfill your responsibilities within the club and club executive committee
- ▶ Identify the resources to help you



How does your club promote itself?



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What options are available?

- | | |
|-------------------------|----------------------|
| Newsletters | Intranet |
| Emails | Word of mouth |
| Club websites | Community events |
| Fliers/posters | Corporate events |
| Social media | Handouts/Member kits |
| Newspaper/news websites | Etc. |
| Radio | |
| Video | |

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What makes your club special?

This is what you want to tell the world!

- ▶ Why your members are great
- ▶ What special events you have
 - ▶ Post-Toasties, speak-a-thons, etc.
- ▶ Testimonials from your members
- ▶ Anniversaries
 - ▶ 1-year, 5-year, 20-year + clubs, charters
 - ▶ Member anniversaries

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Getting Started

- ▶ Develop a promotional plan
 - ▶ Promotions to try
 - ▶ What is already working for the club
 - ▶ Meet with outgoing VP PR
- ▶ Invite one to three members to serve on public relations committee.
 - ▶ Options can be overwhelming
 - ▶ You don't have to do it all yourself!

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Web and social media

- ▶ Verify that information on website and social media is correct and current!
 - ▶ Meeting day, time, location
 - ▶ Post photos of your location and instructions if it's hard to find, uses a different entry, requires visitors to go through security, etc.
 - ▶ Update with meeting photos and info
 - ▶ Work with Executive Committee to post important club information and special events
 - ▶ Post and celebrate member achievements!
 - ▶ Get members to write articles/blogs

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Preparing for your role

- ▶ Read *Club Leadership Handbook*.
- ▶ Keep track of your promotions
 - ▶ Web views, new member surveys, etc.
 - ▶ Keep what works
 - ▶ Get rid of promos that aren't working
- ▶ Meet regularly with current executive committee.
 - ▶ Propose ideas, solicit feedback
 - ▶ Help communicate club events and information
- ▶ Order promotional materials when needed

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Keep informed

- ▶ Know and use the Toastmasters brand.
 - ▶ Toastmasters.org/brandportal
- ▶ Don't need to reinvent the wheel
 - ▶ Pre-made materials on toastmasters.org/marketingresources
 - ▶ Letterhead, cards, fliers, and other templates
- ▶ Join a Toastmasters-moderated social network
 - ▶ D50 page on Facebook
 - ▶ VP PR page on LinkedIn
- ▶ Attend Toastmasters events outside the club

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Additional resources

Vice President Public Relations Resources

<i>Let the World Know</i> (Item 1140)	www.toastmasters.org/1140
<i>M/PR Newsletter</i>	www.toastmasters.org/mprnewsletter
Media Center	mediacenter.toastmasters.org
PR Corner	www.toastmasters.org/prcorner
All About Toastmasters (Item 124)	www.toastmasters.org/124
<i>Distinguished Club Program and Club Success Plan</i> (Item 1111)	www.toastmasters.org/1111
Brand Portal	www.toastmasters.org/brandportal
Marketing Resources	www.toastmasters.org/marketingresources

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Q&A



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Congratulations on your role!

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