



District One Toastmasters


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Resources | How To...

When You're VP of Public Relations

Ways to Promote Your Club

- Distribute flyers (e.g., libraries, community and corporate bulletin boards)
- Send press releases about special events to the local media
- Publish club meeting dates in local paper calendar sections
- Produce a club newsletter
- Set up a club Web site
- Greet guests and provide take-home materials about the club
- Give outside speeches to promote membership — contact the District One Speakers Bureau
- Participate in community events (e.g., job fairs, fun fairs, contests)
- Set up a club phone line and record a welcoming, informative message
- Hold a Speechcraft (work with your [VPE](#) and [VPM](#))
- Submit articles about Toastmasters to your local paper
- Submit public service announcements or tape a brief program for radio and public access TV
- Hold a Youth Leadership program (work with [VPE](#) and [VPM](#))
- Donate past issues of The Toastmaster to libraries, doctors offices, etc.
- Create and distribute club business cards
- Wear your Toastmasters pin every day
- Hold a Member Get a Member campaign in your club (with [VPM](#))
- Get the Toastmasters Supply Catalog and explore it for ideas, materials
- Provide materials for your local "Welcome to the Neighborhood" committee

More PR Ideas & Resources

- Newsletter Content (President is the publisher, [VPPR](#) is the editor)
- Bios of new members (and photos, if there's room)
- Calendar of upcoming club events (contests, theme or special meetings)
- Calendar of upcoming Area, Division, District, Regional, and International events
- Kudos to new [CTMs](#), [ATMs](#), [DTMs](#), [CLs](#), [ALs](#)
- Message from the Club President or other officers
- Reports on past meetings or special events (anniversaries, socials)
- Schedules of future meetings
- Kudos to members for non-Toastmasters achievements (promotions, births)
- Speaking tips (how to give better evaluations or Table Topics)
- Points on leadership
- Report on club's progress in the Distinguished Club Program
- Deadlines for submitting articles for future issues
- Publications and Web sites of interest to members (Toastmasters related)
- Letters to the editor
- Reprints from *Toastmaster* magazine and other publications (short, get permission first)
- Testimonials from members about the club and what it's done for them

Need more info? Contact the District One [PRO](#) Lynda Levy, CC/ALB, at levy110@earthlink.net

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News

Upcoming

Steering Comm
meeting - 5/12/16

New Club Start
in Vernon - 5/11/16

Spring Conference
the-Tires Meeti
5/17/2016