

Toastmasters

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Toastmasters Clubs provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills.

www.toastmasters.org



The Mission of Toastmasters International
 Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality. Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking—vital skills that promote self-actualization, enhance leadership potential, foster human understanding and contribute to the betterment of mankind. It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

Spread the Word!

Welcome Packages Help Make Guests Into Members

A valuable part of any Toastmaster club public relations arsenal is a package of materials ready to give to guests. Visitors to your club must be made to feel welcome. One of the best ways to create a connection with guests is to help them understand Toastmasters benefits and organization. In the bustle of preparing for a meeting, you may not have time to gather materials. Making welcome packages ahead of time helps guests to feel important and gives them a positive impression of your club's administration.

The contents of a guest kit can vary according to individual club needs. Toastmasters International has a wealth of resources to assist you.

Suggested Welcome Package:

- Welcome letter from Club President or VP of Membership with facts about the club, the community it serves *and an invitation to join!*
- All About Toastmasters, catalog # 124
- Your Toastmasters Membership Provides These Benefits, catalog # 354
- Why Toastmasters is Smart for Business, catalog # 101
- A membership application with *club & district numbers entered*
- A recent club newsletter
- A visitor card that the VP of Membership can collect and use for follow-up contact #904

Make some packages for guests—you're sure to see them become members!

Thanks to Past International Director Joe Jarzombek, DTM for the guest kit contents.



Spread the Word

A Publication of Region VIII's District Public Relations Officers
 July, 2003



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TI PR Resources:

- **Let the World Know**
 Publicity and Promotion 42-page Handbook— Free download or Catalog # 1140
- **PR & Advertising Kit**
 Sample ads, scripts, art, tips and more Catalog # 1150

New Resource for Club VP's of Public Relations

Welcome to the inaugural issue of "Spread the Word," a source of Public Relations ideas from Toastmasters clubs throughout Region VIII. As a Vice President of Public Relations for your club, you'll be receiving a copy of this newsletter each month. Different district Public Relations Officers (PROs) will be producing the newsletter, giving each issue a different perspective. The purpose of the newsletter is to provide club officers with inspiration to find more effective ways to promote their clubs.

At the training session for District Public Relations Officers held at the Region VIII conference in June, PROs listed below decided to produce a newsletter.

Lee Holliday—Georgia
topeagle@mindspring.com

Tom Loughlin—North Carolina
edwardloughlin2002@yahoo.com

Pete Carrion—Florida
carrionhds@earthlink.net

Jane Jude—South Carolina
jjude@hargray.com

Beverly Nicholson—Virginia
jambevn@aol.com

Penny Pierce—Alabama
ppierce@uab.edu

If you have a good idea for promoting Toastmasters, help us spread the word! Email your suggestions to the PRO in your district. You may see your idea in a future issue!



Club promotion ideas from throughout the Southeast

Make Magazines Work for Your Club

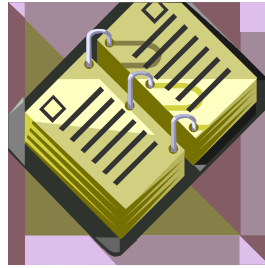
We all benefit from our monthly issue of "Toastmaster" magazine. Many Toastmasters have extra issues. Why not make those magazines work for your club? Print

simple labels with your club name, meeting time and place and contact information. Place the labels over the address label on the magazine and leave in a doctor's or den-

tist's office or anywhere people have to wait. You can even distribute labels to each club member so they can share their magazines and increase your coverage.

Promote Special Events

The heart of the Toastmasters program is the practice, encouragement and improvement that members gain from regular club meetings. The focus of our public relations efforts should be attracting prospective members to club meetings. From time to time, special events can serve as sources of additional inspiration and as ways to introduce the benefits of Toast-



masters to your community. Is a District Conference being held in your area? Anything that attracts visitors to the community is a newsworthy event. Contact local media well ahead of time to let them know when and where Toastmasters will meet. Discuss the possibility of a feature story on the conference and Toastmasters members in your area. Most feature editors set topics at least six weeks

in advance, so be sure to cultivate a relationship with the feature editor that can help to get you coverage.

Club, area, and division contests are newsworthy as well. Newspapers love to print the names of contest winners. Anytime a local contestant is mentioned, be sure that your club meeting and contact information is included. The more often your club is mentioned, the more likely you are to reach a prospective member.

Know Your Toastmasters Fact and Figures

You never know when you'll have the opportunity to mention the benefits of Toastmasters. Of course you will always prepare for a planned interview, but many opportunities to promote your club may arise when you least expect them.

your know the answers to questions that are frequently asked.

Toastmasters was founded in 1924 in Santa Ana, California by Dr. Ralph

"Always be prepared to give an on-the-spot quote about the benefits of Toastmasters."

Reporters love statistics, so be sure

Smedley. As of May 31, there are over 199,000 members in 9,330 clubs in approximately 70 countries.

Find out when your club was formed and other interesting local facts. You'll always be prepared to spread the word about Toastmasters.

Compile and Maintain a Current Media List

When sending a press release, it requires very little effort to send to multiple media sources. In most cities, media lists are available from local press associations, or the Chamber of Commerce. If no media list exists, it's relatively easy to prepare one. Your list should include daily and weekly newspapers, magazine and radio an TV stations. Cable

TV operators in your area should also be listed. And don't forget professional journals and trade publications. They are useful when promoting activities and achievements of club members. You may ask members to provide you with a sample copy of the publications they use so you can evaluate their publicity potential.



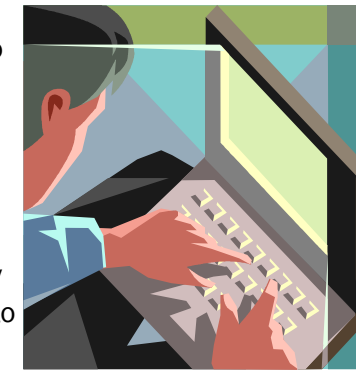
A current media list makes broadcast releases a snap!

Keep your list on a personal computer and run off labels whenever you send a release. You'll keep editors notified about your club activities.

Meeting Recap Keeps Members In Touch

Toastmasters are busy people. Not every member can attend every club meeting. One way to let absent members know that you miss them is to send a short recap by email after each meeting to all club members. The message need not be elaborate, but should note best speaker winners, new members and anything else of note that happened during the meeting. A sentence about the content of each speech reinforces the efforts of each

speaker and helps those who couldn't attend to learn about their fellow Toastmasters. Members who have to be away are more likely to feel connected to the club and its members if they know what's



Absent members appreciate staying up to date with their club's activities.

going on. The VP of Membership for your club will certainly appreciate this outreach to members. The more members think about your club, the more likely they are to promote it.

This idea came from Mary Hansen of Fast Trackers club 7199 in Hilton Head, South Carolina. Mary's former club in Utah used meeting recaps, and she brought the idea with her when she moved south. Thanks for sharing, Mary!

Publish Meeting Highlights in Newspapers

Most local newspapers provide free space for non-profit group news. It's always a good idea to publish your meeting time and location, but the message will get more attention if it has current content. Take advantage of this opportunity by emailing the win best speaker, best table topics speaker and best

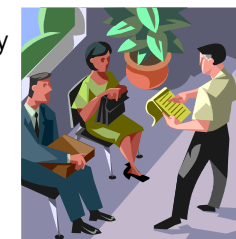
evaluator to the newspaper's feature editor after every meeting. Also be sure to mention upcoming contests or special events. People scanning the newspaper are more likely to stop to read your notice if it includes the names of members. Seeing the name of an acquaintance may prompt prospective members to

ask about your club. Be sure that the notice includes your club's web site address as well as a contact name and phone number.

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Make Toastmasters Part of Employee Orientations

If your club is part of a corporation, government entity or other organization, it is expected that the Human Resources department should give information about the club to every new employee. A good choice is the Toastmasters International brochure



New employees make great new club members

"Why Toastmasters is Smart for Business," catalog #101. You can print simple labels or inserts with meeting times and places and the name, phone number and email of the club president or vice president of membership.

Even if you're part of a community club, new employees of businesses in your area are excellent prospects for new members. Phone human resource staff at local companies and arrange to bring them some brochures and your club's local information. Take advantage of new employee enthusiasm to bring new members to your club.