



Dear Toastmaster,

*Thank you for ordering the Toastmasters Publicity Pack! We're confident the enclosed items will help you introduce your community or company to the benefits of participation in Toastmasters. In addition, you may want to create a fact sheet along the following lines and include it in the folder. You'll find this sheet on **www.members.toastmasters.org** under the "Membership Building" tab. You can customize this document and add information to suit your club's needs.*

FOR IMMEDIATE RELEASE

CONTACT: _____
(Name, phone, e-mail)

DATE: _____

TOASTMASTERS FACT SHEET

The _____ (your club's name) club welcomes anyone who would like to improve their speaking skills to join our meetings. No previous experience is necessary – come and share your experiences with us! Our club is part of Toastmasters International's network of more than 11,500 clubs that meet in 92 countries around the world. We offer a proven and enjoyable way to practice your communication skills.

Who are We? Toastmasters are volunteers who want to improve their own speaking and leadership skills. Members come from all walks of life and represent a cross section of the community. They must be 18 years old to join. Our meetings are non-political, non-religious, and open to all cultures, races and creeds.

Find Us at: We meet each _____ (day), at _____ (time) in the morning/afternoon/evening, at the _____ (location). We would love to have you visit our meeting!

History: The organization was founded in 1924 in the Santa Ana YMCA in California by a youth leader named Ralph Smedley. He wanted to teach young professionals how to give after-dinner speeches and toasts at social functions.

Purpose: To make our members feel more comfortable in front of an audience.

How Does it Work? There are no teachers in a Toastmasters club; members take turns giving speeches and being evaluated by their peers. The program is self-paced and you get to choose your speech topics. Members are friendly and supportive – you can't help but become a better speaker!

What Does it Cost? Total annual fees are usually less than \$100.

Want More Information? Visit our club's Web site at _____, or Toastmasters International's site at **www.toastmasters.org**.