



When You Promote It They Will Come!

Training for Vice Presidents of Public Relations

By Craig Harrison, DTM, PDG
www.SpeakAndLeadWithConfidence.com

Your goal as VP-PR: Generate publicity for your club to help it grow!

WEBSITES

___ Is your club listed correctly on the TI website? <http://reports.toastmasters.org/findaclub/>

___ Is your club listed correctly on D-57's website? <http://d57tm.org>
START HERE: Clubs ; What about on Craigslist (www.Craigslist.org) ?

___ Does your club have a website? If not, get a free one here: www.freetoasthost.org/

Web 2.0 applications like Facebook, Twitter, YouTube, Ning, Plaxo, Xing, SelfGrowth and LinkedIn (D-57 TMs Group at group-digests@linkedin.com) can help you promote your club through social media marketing: www.toastmasters.org/SocialNetworking



Visit District 57's recent top three websites for ideas for yours:

www.diablotoastmasters.org/ ; www.LaughLovers.us ; <http://teletalkers.freetoasthost.us/index.html>
Diablo 598 LaughLovers (advanced) Telesarians (AT&T)

___ Online resources at TI's PR Corner: www.toastmasters.org/Members/PRCorner.aspx
www.toastmasters.org/membershipbuilding, www.toastmasters.org/lettheworldknow
www.toastmasters.org/inthenews Give PR feedback to WHQ: pr@toastmasters.org

___ Are you using free promotional materials available through the TI website?
www.toastmasters.org/Members/MembershipBuilding/FreePromotionalMaterials.aspx



WHERE LEADERS ARE MADE

Tell The World!

www.toastmasters.org

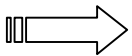
FLYERS, ADVERTISEMENTS, NEWSLETTERS AND MATERIALS

- ___ Is your club listed for free in local newspapers' community **calendars**?
- ___ Does your club have a **flyer** or **brochure** with contact info on it?
- ___ Are you promoting your club in the vicinity of its host site? In mall or hospital newsletters, church publications, on bulletin boards, etc.
- ___ Have you created **Business Cards** for your club? (Download template)
- ___ Do you distribute past editions of *Toastmaster* to waiting rooms of Dr's & Dentists' offices w/club info attached.
- ___ Does your club publish a **newsletter** or **e-zine**? Contact TI to see their top 6 worldwide.

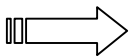
SPREAD THE WORD

- ___ Teach members to give **elevator speeches** (short sound bites) to promote your club.
Read Craig's TI article: www.expressionsofexcellence.com/ARTICLES/ti-elevate.html
- ___ Elicit and tell "**success stories**" of members who joined your club.
Download Craig's TI article on how to tell these short stories:
www.expressionsofexcellence.com/ARTICLES/TI_SuccessStories+sidebar.pdf
- ___ Promote through **Open Houses, Club Anniversaries** and **Club Contests**
- ___ Promote at Area & Division **contests**, District **Conferences** and Toastmaster Leadership Institutes (**TLIs**)
- ___ Use your local **cable access TV** station, **Toastmasters' TV** to promote your club

OTHER IDEAS:



Download flyers and business card templates from Craig for modification by your club:
www.ExpressionsOfExcellence.com/Toastmasters/publicitypack.zip



More Toastmaster resources: www.SpeakAndLeadWithConfidence.com

TOASTMASTER®

September 2008

The Power of Publicity

Be savvy and proactive in promoting your club.

**Host a Club
Open House**

**VPPR: When You
Promote It, They Will Come**



Meet Jana Barnhill, DTM, AS
Toastmasters' 2008-2009 International President

By Craig Harrison, DTM

Tips for VPPRs on promoting their clubs worldwide.

VPPR:

When You Promote It, They Will Come!



Imagine a role in Toastmasters that lets you speak to inform, tell stories, lead programs and campaigns, and tell the world about the wonders of your club. That, in a nutshell, is a description of the role of Vice President Public Relations. Best yet, each club member is your assistant. And together you spread the good news of Toastmasters!

What Is Public Relations for a Toastmasters Club?

Club public relations involves the generating of publicity about your club for the purpose of helping it grow. As VPPR, you and your committee spread the word to non-members, aligned organizations and the media about your club's existence, activities and successes.

Share the Secret of Toastmasters... with the World!

You know of the benefits that members receive from the Toastmasters experience. Among them:

- Increased self-confidence
- Powerful speechmaking skills
- The ability to speak extemporaneously

- Leadership development
- Career advancement through the development of these skills

Your challenge: to tell the outside world what awaits them when they join your club. And there are more ways than ever to get the word out.

The Club Web Site

These days many people will find your club through your club's Web site. Does your group have one yet? Such a site tells people when and where you meet, and how to get to the location. It provides answers to frequently asked questions: What does it cost to join? Is there pressure to speak? How does one dress?

Make your club site as inviting as possible. Photos can help. If you don't already have a club Web site, you can obtain one from **www.FreeToastHost.com**. Here's a few tips for designing yours:

- Make sure your club site is linked to your district's site.
- Make sure Toastmasters International's Web site includes your site's URL in its "Find A Club" list.
- Make sure your site has a title, description and keywords, as well as meta-tags that reference "Toastmasters," "public speaking," your location and related terms in its header information (ask your Webmaster how to do this).

Club Flier or Brochure

A club flier or brochure helps tell your club's story in writing. It can be handed out, posted on bulletin and notice boards, and left in stacks at your local libraries and community centers, as well as your company lunchrooms and break rooms. It can also be brought to fairs, community events and town hall meetings.

Your handout should have the usual who-what-where-when-why-and-how information. Include a phone number, e-mail address and Web site URL for more information. Make a smaller electronic version of your flier (using the PDF file format) that can be e-mailed as an attachment or downloaded from your club's Web site.

Your club may wish to purchase Toastmasters International materials at www.toastmasters.org and customize them to your own club's meeting specifics.

Give your Flier Wings!

Distribute your flier throughout the host meeting site, and throughout the company, building and community where you meet. Get it to corporate or local newsletters, put it on the windshields of cars in the nearby parking lot, and post it in local businesses close to your meeting place. Each club member should be given a stack of handouts to disseminate using their own promotional channels.

The Business Card

Many clubs create their own business cards to personally hand to Toast-

masters prospects of all kinds – colleagues, friends and strangers. Such cards are a form of currency in the business world. Yours can have the usual information: time and place of your meetings, and you might use the back of the card for an explanatory paragraph about Toastmasters, a map or other information. Some clubs print a coupon on the back: "Good for one free visit to our club!" You and I know it's always free to attend as a guest, yet people cherish the "coupon" and regard visiting as more valuable with this free "Get Into Toastmasters Meeting" card!

Give business cards to all your club members. Hold a contest to see who can generate the most guests from handing out business cards. The template for these cards are available on the Toastmasters Web site.

Club Newsletters

In a world full of ads and promotional copy, newsletters provide readers with substance. A club newsletter, whether monthly or quarterly, gives you a great printed piece to help non-Toastmasters understand the magic of Toast-

masters. They reinforce the successes that occur at each meeting. They also bring pride to members, strengthening your club's community. You can print and pass out these newsletters, mail them, or convert them to a PDF to be e-mailed or downloaded.

The Open House

Open Houses are wonderful events that showcase your club, its meetings and what Toastmasters is all about. Attending a meeting may be scary to a non-member, but attending an Open House is often more inviting. Include food and beverages, a Q&A session, a sampling of what occurs at a meeting (a speech, some Table Topics and an evaluation), and informal time, too, for small group discussions.

(Read Lindy Sinclair's article in this issue of the *Toastmaster* for more details about holding an Open House.)

The Press Release

A press release is the standard way in which an event or campaign is announced to the media. Radio, TV and newspapers all prefer to receive such information through a press

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release: a short, typed announcement containing the vital information about your event, along with contact information. Write it in terms of the benefits to the audience. Press release samples can be found in the back of the VPPR training manual.

Public relations expert Mitchell Friedman, APR, who is the director of MBA Career Services at the University of San Francisco, offers some tips about writing a press release:

- Keep it to one page (or two at most).
- Always list contact information for further inquiries: name, phone number, e-mail address, Web site URL.
- Topic should be timely and newsworthy in nature.
- Catchy title and explanatory subtitle always helps.
- Should address the who, what, where, when, why and how.
- Avoid sales speak. This is not a marketing piece. Emphasis is on newsworthiness for reader.
- Use these standard symbols – # # # – to end your press release.

Save your last several lines to explain that Toastmasters International has been the world's foremost communication and leadership development nonprofit since 1924, or something to that effect.

Release and Catch!

What can press releases promote? Open Houses, contests, member accomplishments, noteworthy guest speakers, club activities like Speechcrafts, Youth Leadership Programs, training programs and roles in community affairs. Send your release to all the local media: radio stations, TV and newspapers. Include business and community publications.

These days press releases can be e-mailed as text or sent as small PDF attachments. Now, don't forget to use your verbal skills to follow up with a phone call. Media people

receive hundreds of press releases and public service announcements a day. Make yours stand out through its writing and your ability to follow up by phone.

Calendars, Chambers, Cable and Craigslist!

Most newspapers have a community calendar where clubs can list their regular meeting time and place for free. As a nonprofit, Toastmaster clubs should avail themselves of all discounts and free opportunities to publicize meetings.

Your local Chamber of Commerce should be informed about your club. Get fliers and brochures to them for dissemination. Get your fliers added to the packets that are provided to newcomers upon arrival in your city, town or community. Don't forget the local Small Business Administration office. They, too, need to know about your club. As do local colleges, universities and adult education programs. Most business professors recommend Toastmasters to their students; reach out to them to help you spread the word.

Most communities these days have local cable access TV stations. Take your place alongside Garth and Wayne of *Wayne's World* and promote your club through free cable access.

The Internet can also be a great source for new club members. Use free Internet calendars to list your meetings. Many communities worldwide have a Craigslist (www.craigslist.org) where organizations can list their meetings for free. Conduct an Internet search for community calendars your club can post to, so that online visitors can easily find information about your club.

Doctor, Doctor

Many clubs drop off past editions of the *Toastmaster* magazine – with a club business card stapled to it – in the waiting rooms of their dentist's or doctor's offices.

Plenty of Toastmasters members have joined after reading about the organization while waiting for a check-up. Four out of five doctors recommend Toastmasters to remedy poor communicators.

Word of Mouth: Elevator Speeches and Success Stories

Don't underestimate the one-on-one approach to membership growth. As VPPR you can teach your club members to deliver an *elevator speech* – that 16-second promotional sound bite – when they're telling people about their club.

A more persuasive tool for selling the benefits of Toastmasters conversationally is to deliver 30- or 60-second "success stories" about yourself. The stories should share the *setting* by which you joined your club, the *situation* you sought help with, and the *solution* Toastmasters provided for you. Your personal experience is a compelling testimonial. Use Table Topics to help members hone their own success stories.

Pin to Win!

Remember to wear your Toastmasters pin wherever you go and be prepared to share your elevator speech or success story in response to inquiries about the pin and Toastmasters. As VPPR you should be collecting testimonials from members about the benefits they've received from joining the organization. No more powerful endorsement exists!

Tell the World!

As you can see, there is no shortage of avenues to promote your club. The fun is in exposing others to the magic of Toastmasters. Tell the world! 📣

Craig Harrison, DTM, is the founder of LaughLovers club in Oakland, California. He is a professional keynote speaker, trainer and principal of Expressions Of Excellence!™ For more resources, visit www.ExpressionsOfExcellence.com.

By Lindy Sinclair, DTM

Hosting a Club Open House

One of the best ways to boost membership in your Toastmasters club is by hosting an Open House. This is a party given by a club with the goal of drawing guests who will become members.

I have broken down the planning process into a general timeline of specific steps – covering approximately five weeks, including the day of the event. There isn't enough space here to give the full extent of steps and suggestions, so I'll be hitting the highlights.

The Suggestion Stage – Day 1

You are the person with the idea. Make an announcement at a meeting suggesting that your club hold an Open House. If – and only if – you have the support of the club, ask for someone to be the lead person for the event. (It may end up being you.)

The supervisor asks members to select three potential dates about five weeks away, and to choose a location. Ask for a volunteer to be facility coordinator; that person will make the reservation within the next few days for the earliest of your three dates that is available at the chosen location.

Choose an audio/visual coordinator and have them order these items from Toastmaster International's Web site (www.toastmasters.org): the DVD "Welcome to Toastmasters!" (which will be played for the Open House guests), the free pamphlets "Find Your Voice" and "Confidence: The Voice of Leadership," and a pad of membership applications.



Everybody Has a Role – Day 8

- The group decides whether to invite a guest speaker or someone from within the club to give a speech illuminating the benefits of joining your club.
- Choose a refreshments coordinator, decorations coordinator and set-up crew.
- An advertising coordinator volunteers to write a one-paragraph press release describing the event. That person sends the release to a local newspaper and places it on the craigslist.com Web site every week until the event.
- Someone offers to design a flier and coordinate flier distribution by all club members.
- The agenda is discussed: how much time will be given to each segment of the event (e.g. Table Topics, speeches).
- A volunteer is chosen to design and print the Open House program.

Now We're Really Rolling – Day 15

- Refreshments coordinator leads discussion about what kind of food you will serve (catered, purchased or potluck) and whether you will need plates, flatware, cups, etc. What is the budget for the food?
- The coordinator asks for three or four members to volunteer to give one- to two-minute speeches about what Toastmasters means to them.

Just Two Weeks to Go! – Day 22

- Assign greeters to make the Open House guests feel welcome.
- Select a volunteer to bring name tags (if you want them) and to write a name tag as each guest arrives.

- You may also want to prepare a guest book.


The Home Stretch – Day 29

- Members each report how many of their guests are coming.
- Based on that number, doubled, the refreshments coordinator makes a shopping list (remember the plates!).
- Supervisor schedules decorations coordinator, refreshments coordinator and set-up crew to arrive an hour before the guests.

The Day of the Open House – Day 36

- A/V Coordinator arrives an hour early to check that equipment and DVD player work. (Have back-up plan in case they don't.)
- After guests arrive, follow your program (DVD, guest speaker, Table Topics or whatever you choose). President or supervisor asks guests for feedback.
- After a 10-minute refreshment break, meeting is reconvened.
- The "What Toastmasters Means to Me" speeches are given.
- At the end, thank guests for coming and let them know that, whether they joined that day or not, they are welcome at your regular meetings.

Aftermath

Club members bask in the glow of a successful event! 

For an Excel spreadsheet checklist version of the planning process, e-mail Lindy@LindySinclair.com.

Lindy Sinclair, DTM, founded Watergate Toastmasters in Emeryville, California, in 2002. She is the principal of www.EmotionsandMoney.com.

A Successful Toastmasters Open House, Step by Step

8/20/2005

by Lindy Sinclair, DTM, Open House Chair 2005 - 2006

Day # Responsibility of

1	You	Involve ALL the club's members. Suggest with enthusiasm that your club holds an open house to build membership.
		<u>Do not attempt to do this alone.</u> <u>Continue only if you have the support of the membership.</u>
1	Everyone	Select at least 2 dates for your Open House, preferably 3, about 5 weeks hence.
1	Everyone	Select the location for your Open House.
1	Coordinator	Decide who will make the reservation.
2	Facility coord.	Reserve the space for the date your club and the space can accommodate.
3	A/V coord.	Order videotape from TI, if you are going to use one.
	A/V coord.	("Everybody's Talking about Toastmasters" or "Ralph Smedley talks about Toastmasters"). Also request TI pamphlets for guests and membership applications.
8	Everyone	Select your Open House main speaker either from within your club or request a guest speaker. Their speech will illuminate the benefits of joining a Toastmasters Club.
8	Everyone	Decide who is the lead person for the event, the coordinator.
8	Coordinator	Decide who will coordinate food.
8	Coordinator	Decide who will coordinate decorations.
8	Coordinator	Decide who is going to come early to set out food and decorations.
8	Coordinator	Decide who will move furniture (if needed).
8	Coordinator	Decide who will create the flyer.
8	Coordinator	Decide who will write the classified ad.
8	Coordinator	Decide who will place the classified ad and where.
8	Coordinator	Decide who will distribute the flyers and where.
8	Coordinator	Decide how much time for each segment of the Open House. (e.g. Table Topics).
8	Coordinator	Decide who everyone will invite: specific friends, family and co-workers.
8	Coordinator	Decide who will invite the guest speaker, if you are having one.
8	Coordinator	Decide who will design and print the program.
8	Coordinator	Make sure that every member knows the date and location of the Open House.
10	Flyer creator	Flyer is created.
	Ad creator	Ad is created
12	Flyer placer	Flyer is distributed
12	Ad placer	Ad is placed in one or more local papers to run several times before event. Also, put it on Craigs List, etc.
15	The above 4	Flyer and ad people report to the members.
15	Coordinator	Coordinator ensures that those people are acknowledged for their accomplishment.
15	Everyone	Where else can the flyers be distributed?
15	Everyone	Each member says what responses they are getting to their personal invitations.
15	Food coord.	Discuss what kind of food you will serve and if you'll need plates, flatware, etc.
15	Coordinator	3 or 4 members volunteer to think about "What Toastmasters Means to Me".
15	Coordinator	Make sure that every member knows the date and location of the Open House.

22	Those 4	Flyer and ad people report to membership if there is anything new.
22	Coordinator	Coordinator ensures that those people are acknowledged for their accomplishment.
22	Everyone	Where else can the flyers be distributed?
22	Everyone	Members say how their personal invitations are going and ask for any support they need.
22	Food coord.	Discuss the budget for the food (high end: catered, middle: purchased, low: potluck)
22	Coordinator	Make sure that every member knows the date and location of the Open House.
22	Coordinator	Decide who are the assigned greeters.
22	Coordinator	Decide who will bring name tags.
22	Coordinator	Decide who will write name tags.
22	Coordinator	Decide who will bring guest book.
22	Facility coord	Make sure you have equipment to show videotape.
22	Speaker liaison	Check in with guest speaker: are they prepared? What is title of their speech?
22	Speaker liaison	Get that information to the program preparer.
22	Coordinator	Decide who will distribute printed program at the event.
22	Members	Members doing "What Toastmasters Means to Me" rehearse their 1 - 2 min speech.
22	Coordinator	Make sure that every member knows the date and location of the Open House.

29	Those 4	Flyer and ad people report to members if there is anything new.
29	Décor. Coord	Decorations people show decorations they've purchased.
29	Members	Members each report how many of their guests are coming.
29	Food coord.	Based on that number doubled, food purchasers make their shopping list.
29	Food coord.	Food purchasers arrange when they are going to shop.
29	Food coord.	Food purchasers arrange to rendezvous with food layout people.
29	Coordinator	Coordinator confirms guest speaker, food, decorations, name tags, videotape, etc.
29	Program coord	Program is printed showing introduction, video, guest speaker and table topics, etc.
29	Coordinator	Make sure that every member knows the date and location of the Open House.

36		THE DAY OF THE OPEN HOUSE
36	Décor coord.	Decorations people arrive one hour early.
36	Facility coord.	Furniture movers arrive half hour early.
36	Food coord.	Food layout people arrive half hour early.
36	Facility coord.	Name tag people, guest book person, greeters arrive half hour early.
36	A/V coord.	Videotape person arrives half hour early. Checks tape and equipment.
36	Facility coord.	Half hour early, a TI pamphlet, membership application and program are placed on every seat.
36	Coordinator	Half hour early, Coordinator checks in with all helpers. Rearranges program if necessary.
36	Facility coord.	Quarter hour early, Greeters and name tag people are in place wearing smiles.

36 GUESTS BEGIN TO ARRIVE

36	Coordinator	Guests are greeted warmly, given name tag and encouraged to take food and soft drink.
36	Pres or Coord	Club President or Coordinator opens the meeting, thanking everyone for coming.
36	Coordinator	Acknowledge everyone who helped put on the event.
36	Coordinator	Go into your program (video/guest speaker/table topics or whatever you choose).
36	Pres or Coord	Ask guests for feedback.
36	Coordinator	Take 10 minute break - no more than that.
36	Coordinator	Members mingle with guests inviting them to join and listening to any concerns.
36	Coordinator	Members and guests gather around food table(s).
36	Pres or Coord	After 10 minutes, President or Coordinator reconvenes meeting.
36	President	President introduces the "What Toastmasters Means to Me" people, who come up one at a time to give their 1 - 2 minute speeches.
36	VP Membership	Guests who became members are invited to stand so they can be applauded.
36	President	Announce when and where the regular meetings are held. Also have that on program.
36	President	Thank guests for coming and let them know that whether they became a member or not they are welcome at the regular meetings.
36	Everyone	Original members bask in the glow of a successful event!