

DISTRICT 4 TOASTMASTERS



TOASTMASTERS DISTRICT 4 MISSION

The mission of the District is to enhance the performance and extend the network of Clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program, by:

- Focusing on the critical success factors as specified by the District educational and membership goals.
- Insuring that each Club effectively fulfills its responsibilities to its individual members.
- Providing effective training and leadership development opportunities for Club and District officers.

DISTRICT 4 QUICK LINKS

D4 SITE: WWW.D4TM.ORG

D4 CONTACTS: WWW.D4TM.ORG/DISTRICT_4/OFFICERS.HTML

D4 PHOTOS: PICASAWEB.GOOGLE.COM/DISTRICT4PRO

LINKEDIN: [HTTP://WWW.LINKEDIN.COM/GROUPS?](http://WWW.LINKEDIN.COM/GROUPS?GID=91834&TRK=MYG_UGRP_OVR)

[GID=91834&TRK=MYG_UGRP_OVR](http://WWW.LINKEDIN.COM/GROUPS?GID=91834&TRK=MYG_UGRP_OVR)

FACEBOOK: WWW.FACEBOOK.COM/PAGES/D4TM/76276263028

"BAY TO BAY" D4 TV SHOW: TBTB.BLIP.TV



PR FOR TM BLOG: D4TMPRTIPS.BLOGSPOT.COM

BIRGIT STARMANNS: PRO@D4TM.ORG

DISTRICT 4 PUBLIC RELATIONS OFFICER 2009-10



SUCCESSFUL PUBLIC RELATIONS IS CREATIVE AND PERSONAL

Public relations is about communication. As Toastmasters, we are well-versed in verbal, face-to-face presentations and discussions. We need to continue to use these core values, to spread the word to our communities. After all, public relations is about making that personal connection and encouraging participation in our program.

Creativity will help our ideas stand out and get noticed. Think out-of-the-box about how to make our message both memorable and compelling. For example, use a skit, such as the one by the recently dubbed "District 4 Players," as an attention-grabber to deliver an announcement. Craft an "elevator pitch" to describe Toastmasters - no more than two sentences - to create curiosity and interest.

In this time of technology, there are many choices available to us to enable communication. We have graduated from simple e-mail to Web 2.0 and social media, with new options just around the corner.

While we do not need to jump on the bandwagon of every "next new thing," we can increase our visibility by leveraging new communication channels.



PR FOR TM

BE AN AMBASSADOR



PUBLIC RELATIONS FOR DISTRICT 4 TOASTMASTERS

YOU REPRESENT TOASTMASTERS!

Public relations is all about spreading the word of the many benefits of Toastmasters - both internally to our members, and externally to our communities. Through PR, each of us can create an excitement around our organization, to entice new members to join, and to keep current members enthusiastic and engaged.

Inside, find creative ideas and tools to help each one of you to create the buzz!

ACTIVE PR

Active public relations is the promotion of the Toastmasters organization and its events, by formulating a specific message and pushing it out to constituents, both internally and externally.

WORD-OF-MOUTH

How did you first hear about Toastmasters? Chances are, one of your friends or colleagues encouraged you to visit your first meeting. Do the same favor for your friends and co-workers! Talk to them, call them up, and bring them to a meeting!

DIRECT E-MAIL

E-mail has become a way of life. To make an impression, personalize your e-mails to the individual receiving them. Mass e-mails are easily ignored, but a 1:1 e-mail is much more likely to generate a response. And remember to keep them short - the size of the screen of a cell phone!

NEWSLETTERS

Instead of non-stop e-mails and links, try consolidating news and updates in a newsletter! Publish electronically, and print out copies for guests so they can see the Toastmasters spirit! And don't forget to publish member photos.

PRESS RELEASES AND FLYERS

Formal communications are the hallmark of PR activities. If your club, Area or Division has a special event - publicize it through local papers, Websites such as Craigslist, corporate announcements and bulletins, and flyers.



PASSIVE PR

Passive public relations creates awareness of the Toastmasters brand, without a specific agenda, by subtle references to the organization and members' accomplishments to encourage inquiries.

WEAR YOUR TOASTMASTERS PIN

Have you achieved an educational award this year? If so, you received a District 4 Governor's pin. Wear it proudly! And you will be sure to be asked what the pin represents - and that's your opening.

DISPLAY CERTIFICATES AND TROPHIES



Achievements and commitment are rewarded in visible ways. Did you win a trophy in a speech contest? Receive a certificate? All awards display the Toastmasters logo - so display them in your office or cubicle to create curiosity and inspire interest and inquiries.

CREATE A TOASTMASTERS E-MAIL ADDRESS

With the proliferation of free Internet services, as well as many Internet Service Providers (ISPs) offering multiple e-mail accounts, why not create an e-mail ID that includes "Toastmasters" or "TM" in the actual e-mail address, or display it in your name.

USE TOASTMASTERS BUSINESS CARDS

Instead of using your company business cards, try using the template available on the Toastmasters International Web site. You can print the cards yourself, and exchange contact information with other Toastmasters and new acquaintances.

SOCIAL PR

Social media extends communication beyond e-mails and text messages, complements existing PR tools, and seeks to create an active two-way dialog, and a forum for collaboration between individuals.

WEB PAGES

A Web page remains the mainstay of promoting both clubs and the District. Increasingly, the standard informational site includes interactive elements, such as blogs that solicit comments. Keep your content current and lively to attract members!

LINKEDIN

As a business-oriented networking site, joining the LinkedIn group shows your commitment to advancing your communications and leadership skills as part of your professional profile. Use it to get and offer speaking advice, find guest speakers, and hear about local speaking news and events.

FACEBOOK

Facebook provides District 4 with a new channel to keep up with D4 topics and events. This will not duplicate our core Web site, it is complimentary - to help attract our friends to Toastmasters. Become a fan of the page and share your thoughts online!



PICASA

Sharing photos on the D4 photo album shares members' accomplishments - and the fun and fellowship that we experience at meetings, contests, conferences and celebrations!