

Toastmaster Public Relations 101



Where Leaders are Made

Introductory
Guide for Division H
Officers and Clubs



Your club should have at a minimum these three (3) brochures.

- Find Your Voice
- Confidence. The voice of leadership
- All About Toastmasters

Where to use them:

- Include in Visitor /Guest Packets
- Office display cases
- Libraries
- Include as part of your tip at restaurants



- Downloadable (pdf)
- TI: 20 copies free
- TI: Member price \$0.20 each

For more information visit our club website at:

or contact

at:

Include a label identify your clubs contact information.

Brochures (Tri-Fold)

Your club should have at a minimum these three (3) fliers.

- How Confident are You?
- Because Communication Isn't Optional
- Toastmasters can Help!

Where to use them:

- Bulletin Boards
 - ⇒ Libraries
 - ⇒ Coffee Shops/Bakeries
 - ⇒ Laundromats
 - ⇒ Job placement centers
 - ⇒ Office break rooms

HOW CONFIDENT ARE YOU?

Do you tremble in fear whenever you're asked to speak before a group? Can you confidently express your thoughts and ideas? Do you have the nerve to ask your boss for a raise?

Whether you're speaking to one person or one thousand people, Toastmasters can help you speak clearly and confidently. At home or on the job, Toastmasters will provide you with the confidence you need to get ahead.

For more information, visit www.toastmasters.org or contact:

WHERE LEADERS ARE MADE

BECAUSE COMMUNICATION ISN'T OPTIONAL

Let's face it, whether it's work or non-work – communication isn't optional. Developing and honing this important skill, along with the other skills you gain with Toastmasters, will give you the confidence to:

- Excel at job interviews
- Give powerful business presentations
- Effectively teach a class or training session
- Lead successful seminars
- Present persuasive opening arguments, summations or cross examinations
- Give humorous, informative or special occasion speeches

Whatever the case may be, Toastmasters is the answer. Visit a meeting today and start taking advantage of all that Toastmasters has to offer.

To find a meeting location near you, go to www.toastmasters.org or contact:

WHERE LEADERS ARE MADE

WORRIED ABOUT YOUR NEXT BIG PRESENTATION?

TOASTMASTERS CAN HELP!

Toastmasters will help improve your communication skills and open doors in your personal and professional life. Instead of laboring in an academic setting or spending money on costly seminars, you'll learn in a self-paced atmosphere of fun and fellowship.

- Develop better speaking and presentation skills.
- Learn to think quickly and clearly on your feet.
- Build strong leadership abilities.
- Hone your listening skills.

To find a meeting location near you, go to www.toastmasters.org or contact:

WHERE LEADERS ARE MADE

Downloadable (pdf)

- TI: Set of 50
- TI: Member price \$3.00 a set

Fliers

Magazines



Collect all of your old Toastmaster Magazines...you already read them (correct?) Create club labels, with contact and/or meeting information, then attach them to the magazines. Now distribute them as a Public Relations Campaign (great CL or HPL project).

Where to use them:

- Libraries
- Hospitals/Doctors Offices
- Car Dealerships /Service Stations
- Salons
- Office break rooms

Newsletters are a communications tool used to disseminate information to members. It serves to bond members together and them informed of all planned activities and functions.

Where to use them:

- E-mails
- Websites
- Visitor/Guest Packets

Newsletters



PowerTalk Toastmasters

<http://powertalk.toastmastersclubs.org>

Area 95 Western Division Club # 1746748 December, 2011

Message from the President

Forward to a Friend

Greetings Fellow Toastmasters!
The holiday season is a time to reflect on those things for which we are most thankful and to assess the progress we have made towards our personal and professional goals.



First, thanks to everyone in our club for all the sharing and caring that is demonstrated at each of our monthly meetings. We are fortunate in our specialized club environment where professional and aspiring professional speakers are willing to share many support resources and opportunities for networking and business growth. Additionally, our club is unique in that we enjoy promoting each other's products and events and contribute to a greater vision of learning from one another. I love and appreciate the generous spirit of support and giving that we experience at our early Motivational Monday Morning Meetings!

Second, I am very proud to be surrounded by such high level, high quality, and high-achieving members who are committed to ensuring we participate and experience a high caliber club. Our team of officers and club members alike are very goal-focused and results-oriented making

Calendar

12/3 D6 Holiday Party
12/12 Club meeting
1/9 Club meeting
1/9 Potluck Program
2/11 D6 TELI
2/13 Club meeting
2/16 Club contest

Club meetings
Original Pancake House
549 Prairie Center Drive
Eden Prairie, MN 55433
(952) 224 9440
Every 2nd Monday
6:30 to 9am

Potluck Program

Don't miss this exciting event!



Where Leaders are Made



*Meeting
Flyer*

Signs (indoor)

**Toastmasters
Meets Here**



Where Leaders are Made

Signs (in/outdoor)



Toastmaster
Event

You have invited them to your meeting; now point them in the right direction and let them know they are the right location.

Where to use them:

- Lobbies
- Outside your meeting door
- Near elevators
- Side of the road (meeting day)

Toastmasters Rebranding

Welcome to the expanded Toastmasters International Brand Portal, your convenient resource for brand information. Here is how you can get started: www.toastmasters.org/vbp

Home :: Officer Resources :: Virtual Brand Portal Print Page Email Page

Virtual Brand Portal

[f](#) [t](#) [ShareThis](#)


Welcome to the expanded Toastmasters International Brand Portal, your convenient resource for brand information. Here is how you can get started:

- ▶ Download the [District and Club Leader Brand Manual](#) (PDF); this is your handbook for verbal and visual guidelines.
- ▶ Visit the [Training](#) web page. This page provides brand education to club and district leaders and general membership.
- ▶ Download [logos](#), [graphic elements](#), [stationery](#), [photo library](#), [marketing materials](#), [club and district website design guidelines](#) and other resources to refresh your club and district materials.
- ▶ Watch these videos to get a better understanding of Toastmasters International and the new brand:
 - ▶ Toastmasters 2010-11 International President Pat Johnson talks about the organization. [Watch the Video](#)
 - ▶ Toastmasters Executive Director Daniel Rex talks about the updated branding. [Watch the Video](#)
 - ▶ Toastmasters Leadership Montage. [Watch the Video](#)

If you have any questions about the Toastmasters brand refresh, please read over the [Brand FAQs](#).

Additional Resources:

- ▶ [Speech contest certificates](#) are available to order or for digital download.
- ▶ Want to show your appreciation? Use this [certificate](#). Not what you were looking for? This [blank certificate](#) will meet all your needs.
- ▶ Looking for PR resources? Visit the [PR Corner](#).



Download logos, graphic elements, stationery, photo library, marketing materials, club and district website design guidelines and other resources to refresh your club and district materials.

For more information visit:

Toastmasters International

- www.toastmasters.org

District 84

- www.toastmastersd84.org

Division H

- www.divisionhtoastmasters.yolasite.com

Always contact your Division and Area Governors



Websites are a great way to communicate with your members and potential members. Get your FreeToastHost website at <http://www.toastmastersclubs.org/welcome/>

This is a custom "footer message". Great for announcements and important updates! [Close]

TOASTMASTERS INTERNATIONAL

Demo ToastmastersClubs.org Club Website

- Main Menu
 - Home
 - Meeting Information / Directions
 - Contact Us
 - Meet Our Members
 - Club Calendar
 - Public Downloads
 - Free Resources
 - Toastmasters Video
 - Custom Webpage
 - Example Agenda
 - What Administrator Access Looks Like
 - What Member Access Looks Like
- Members Only
 - Meeting Agendas
 - Membership Request Form
 - Club E-mail Addresses
 - Edit Your Profile
 - Private Member Directory
 - Member Downloads
 - Custom Webpage

For more information on Toastmasters International, visit toastmasters.org

Use this area to display your own club photos, custom message, and even videos. Using the WYSIWYG editor, it is very easy to create an attractive front page. This is what represents your club, so take your time and make it look **great!**

- The proven way to help you speak and lead
- What's in it for you?
- How does it work?
- Come visit us!
- Good leaders are good communicators
- Don't delay!