

Vice President Public Relations

As vice president public relations, you are responsible for coordinating an active public relations and publicity program. Your efforts help to attract new members. Your job is vital to the growth and success of the club; your efforts help to attract new members.

The [Club Leadership Handbook](#) describes the following standards more fully and explains how to carry them out.

Outside the Club Meeting:

- Attend district-sponsored club officer training
- Protect and publicize the Toastmasters International brand
- Promote the club to local media
- Maintain a club website
- Join a Toastmasters-moderated social networking website
- Produce and distribute a club newsletter, preferably via email
- Promote membership programs
- Attend club executive committee meetings
- Attend other Toastmasters events
- Arrange for a replacement if you're unable to attend a meeting and for assistance if necessary
- Prepare your successor for office

At the Club Meeting:

- Announce upcoming events and programs
- Gather information for the newsletter or website by asking for story contributions or covering club news
- Greet members and guests

Download the [Club Leadership Handbook](#) for details about serving as Vice President Public Relations.

VICE PRESIDENT PUBLIC RELATIONS CHECKLIST

Before Club Meetings

- Verify that the club's themes, meeting times, and location are current for the following week.
- Order promotional materials for distribution by members.

During Club Meetings

- Distribute promotional materials to members for distribution at their workplace, school, etc.
- Report the results of public relations efforts, bringing newspaper clippings, printouts, and so on to share with the club.
- Announce the commencement of public relations campaigns.
- Solicit volunteers who may receive credit in their *Competent Leadership* (Item 265) manual for lending a hand.