

Good Ideas To keep in mind



Get The Word Out about Contests

A contest can be a showcase for the participating speakers and a recruiting opportunity for the hosting Toastmasters club. Use this opportunity to reach out to the media and invite them to cover the contest. At the very least, be sure to tell the local papers about the event so it is listed in their calendar.

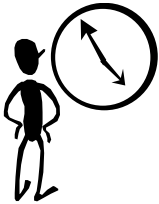


Value of PR.

Public Relations or media relations can be an incredibly cost effective way to communicate your message to the general public. By supplying existing news distribution channels with information about your club, you are helping them as much as they are helping you.

Don't Forget Your Website ...

More and more people are finding Toastmasters through the internet and a club's website is an important tool for communicating with prospective new members or guests. Be sure to include directions, meeting times and other information so that the visitor to your site can learn enough about your club to feel comfortable showing up. It is also good to have telephone numbers and actual street addresses since some people still prefer a telephone call or a letter to an email.



Take Your Time.

PR takes time to show results. Keep your PR tools handy and organized and if you miss an opportunity, simply look for the next one. The key is to make a consistent effort over an extended time so that your media contacts come to rely on you as a source of news and a valuable resource on the topics of public speaking, personal development and leadership.

Be Yourself.

Don't feel that you have to do it exactly the way that Toastmasters says or the way that the previous person did it. Be creative. Try something new. It might be better ... or it might be worse... but either way, you will learn from the experience!



Have Fun.

Like everything in Toastmasters... PR should be FUN ! There are parts of the Public Relations process that may be challenging, but there is always someone you can go to for help if you need it. And you will grow and learn along the way!

Enjoy Yourself !



Toastmasters *Why Keep It A Secret ?*

A Public Relations and Promotion Guide

For Your Club

Where
is the
FUN?!

Where
do we
start?

by Dave Wheeler



What do you need?

Your PR Plan

I can help!



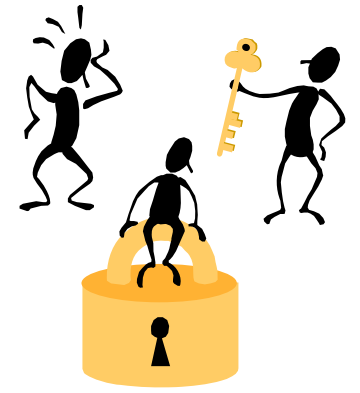
- Publicity Calendar
- Media List
- Making Contacts
- PR Materials
- Follow-up

Don't limit yourself. Be flexible.



Resources

- Toastmasters Form 1140 PR & Promotion Guide *
 - PR for Open Clubs (D53) *
 - PR for Open Clubs (D53) *
 - Web Searches for Media Contacts
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 -
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- * Downloadable on web



Making News



- Press Release Basics...
 - Who, What, When, Where and WHY,
 - Release Date
 - Format
 - Club Contact Name & Info.
 - Release Date
 - Strong Lead Paragraph
 - Additional Facts
 - Background
 - Ends with #
 - Photos help A LOT.
 - Highest resolution possible. 600dpi or more at expected publication size
 - Distribution
- Newsworthy Events ...
 - Contests / Awards
 - Anniversaries ("Find A Club" has charter dates for clubs)
 - Special Events / Theme meetings
 - Member Profiles
 - Ties to local or national news or events

Hey, I can do that!

