



Suggested Club PR Activities

PR Activity	Who	Actioned
Operate an active club website on easySpeak http://toastmasterclub.org (free hosting) and keep it current		
Operate a club Facebook Community Page and regularly add posts. Tag photos, add links and relevant articles, like and post on local community organisation pages and groups		
Operate a club Twitter account and link it to Facebook through Facebook's Twitter app www.facebook.com/twitter so it automatically updates. Include the following hashtags: #Toastmasters #WhereLeadersAreMade #publicspeaking		
Follow @Toastmasters_RT on Twitter and add either #Toastmasters or #JoinToastmasters to every tweet and it will automatically retweet to its followers		
Operate a club LinkedIn account - link to Twitter so only need to post once on Facebook		
Create a group on Meetup (network for local groups)		
Create a YouTube Channel and post videos regularly - link to website and social media. (Note that videos must have formal permission from the participants before posting)		
Produce a regular club newsletter email and post on website and social media		
Celebrate members' Toastmaster achievements on social media		
Issue press releases, editorials and articles on relevant communication and leadership topics to local media e.g. announcing contest dates and winners, achieving DCP goals, club anniversaries, etc. Send successful news campaigns to PR Manager for inclusion on D91 website and social media		
Hold gala dinners , arrange a party for club anniversaries, DCP celebrations - anything you can think of - invite the press and organise a press release		
Invite a journalist to visit meeting and write up article		
Post club meeting details in local What's On listings		
Give an interview on local radio and advertise it on social media		
Create A5 club flyers/pamphlets/posters - include meeting and contact details		
Maldrop – Investigate getting flyers printed and costs for having an insert put into a local newspaper. If the cost is affordable, run the campaign		
Post club flyers on community notice boards e.g. library, coffee shops, supermarkets, gyms, church, community centres. (Get permission - state we are a voluntary organisation. Take a note of where they are so they can be refreshed easily)		
Have club business cards - include contact and meeting info and 'free entry with this card' - and hand out to anyone who is interested. (Vistaprint do these cheaply)		
Place business cards in sections in your local library that might appeal to someone who would benefit from Toastmasters e.g. Presentation Skills, Business Improvement, Motivation, Selling, etc. Take a number of these books off the shelf, slip a card into a random point in the book and put it back on the shelf		
Create club bookmarks for distribution giving details of what, where, when, how and why plus contact details		
Post club information on local community websites		
Display TMI magazines at meetings and in waiting rooms e.g. doctors, dentists, chiropractors etc - add a sticker with contact details and 'This is your free copy, do come to our meeting'. (Collect spare magazines from dual members)		
Invite local civic luminaries as guests to meetings such as the mayor, MP etc		
Showcase workshops and ask members to invite guests to attend		
Contact ex-members and invite them back - we'd love to see them!		
Contact all guests and invite them back - ensure you have a visitor book!		
Have a guest information take-away pack		
Run a special open evening for new guests - 'Bring a Guest' evening - make up little party bags containing information and giveaways		
Utilise the TMI Membership Building Programs - Smedley Award (add 5 new, dual or reinstated members between 1 Aug-30 Sep), Talk Up Toastmasters (organise a special meeting and add 5 new, dual or reinstated members between 1 Feb-31 Mar), Beat The Clock (add 5 new, dual or reinstated members between 1 May-30 Jun) www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Membership-Building/Membership-Building-Programs-for-Clubs		

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Arrange a Live Topics session in the community e.g. the library on a Saturday afternoon. The public get to choose the topic, the speakers respond. Work with the VP PR to ensure a press release follows. (Get permission from the venue first)		
Contact local community organisations to explain the benefits of Toastmasters and leave flyers. Offer to do a talk/presentation e.g. WI, Chambers of Commerce, Junior Chambers, Rotary, Roteract, Lions, Churches, Mother and Toddler groups (mums that are looking to build their confidence prior to going back to work)		
Obtain contact details of the HR manager for local large businesses . Contact them and arrange to go and have a meeting with them to explain the benefits. Leave flyers		
Contact the careers advice department of local colleges and universities . Explain that we can offer students better communication skills to help them get better degrees and make them stand out for their interview applications. Leave flyers		
Consider running a Youth Leadership Programme with a sixth form college to encourage leavers to join when they are 18		
Leave leaflets/posters in foreign language schools . They often have students who wish to improve their English and speaking is an excellent way to do that		
JobCentre Plus and Career Clubs - contact them and explain the benefits. Get permission to put up posters and leave flyers. Benefits: * Looks good on CV * Better communication skills * Increased self confidence		
Speak to the local police about the benefits – confidence, friendship, public speaking skills, a chance to meet the community. Ask them if you can leave flyers in the police station and whether any of them would like to come along. They also talk to a lot of the public so can be great advocates		
Team together with the other clubs in your area and take a stand at a local show or event . Produce flyers and motivate a team to staff the stand and speak to people about the benefits of Toastmasters		
Display banners and directional signs outside the venue (get permission first)		
Create a magnetic advert for your club and stick it on your car when driving (take it off when you park or it may be stolen)		
Send club Christmas cards to external contacts		
Wear your Toastmasters pin with pride! Often people will ask about the pin and what it represents so is a great talking point		
Word of mouth - talk about Toastmasters to everyone you meet and know!		

Remind members that it's everyone's responsibility to bring guests to their clubs!