### **Marketing Zone**



### REIGNITE BRAND AWARENESS EFFORTS

Is your Toastmasters club branded? Quality clubs know the Toastmasters brand helps them keep and attract more members. As of November 2012, only 35 percent of clubs worldwide had rebranded. If you haven't yet updated your club's banner, website and printed materials, now is the time to start.

Reignite your efforts by implementing the brand consistently across all club communications, such as the club website, banners and marketing material. Your club will be more easily recognizable by current and potential members when you use branded logos, colors, images and the tagline "Where Leaders Are Made."

District leaders should work with the clubs in your district and encourage them to use the Toastmasters International brand. You can help clubs project a unified look and message by communicating the brand requirements. Encourage the use of free resources in the **Brand Portal** and guide club officers by pointing out brand violations. While most districts have done a great job updating their websites, some clubs still use unique taglines or alterations to the "Where Leaders Are Made" tagline. Another common brand violation is a custom webpage theme. Watch for non-branded fonts and colors, and discourage the use of non-branded images placed alongside the Toastmasters logo.

Brand compliance helps clubs achieve growth, thereby satisfying one prerequisite of the District Recognition Program. By creating a unified message and attracting new members, you will put clubs, areas, divisions and districts on the path to becoming Distinguished.

For branding-related questions, please contact **brand@toastmasters.org**.

#### What's New

▶ The 1+1 Campaign is a new membership-building program designed to help grow and strengthen our

organization. Beginning December 1, when you refer a friend who becomes a Toastmasters member, you can fill out



the 1+1 form so that your efforts can be recognized. The 1+1 membershipbuilding campaign is valid December 1, 2012 through June 30, 2013

#### www.toastmasters.org/1plus1.

Great resources for members and prospective members are Toastmasters Time-tested Tips video series. Enjoy and share the new videos as they become available this month at www.toastmasters.org/videos.

### **Facts and Stats**

How much do you know about your fellow Toastmasters?

Based on research compiled November 2011:

- ▶ 74% of members have a bachelor's degree or higher
- 35% of members have a master's degree or higher
- ▶ 17% of members work in professional, scientific and technical services fields
- ▶ 15% of members are employed in the fields of finance, insurance and real estate
- ▶ 8% of members work in educational services





## HOW TO PUBLICIZE THE INTERNATIONAL SPEECH CONTEST THE BRANDED WAY

It's time, once again, to kick off the annual Toastmasters International Speech Contest. With more than 30,000 participants in 116 countries, it is the world's largest speech contest. Members from all over the world aspire to become the World Champion of Public Speaking. Promoting the speech contest and encouraging members to participate is a great way to promote their growth and heighten awareness of Toastmasters International, where leaders are made.

This is where the vice president public relations can make a difference. You are responsible for creating interest in this event within your club and community. Publicize the importance of the contest using branded materials and emphasize how members can transform into strong communicators, leaders and world champion speakers.

Inspire members to visit the Toastmasters International Convention webpage to learn how they can participate, as well as support their fellow members from around the world. The webpage <a href="www.toastmasters.org/FutureConventions">www.toastmasters.org/FutureConventions</a> contains several videos that highlight speech contest winners and branded images that will help to motivate members.

Here are some ideas for promoting the 2013 Toastmasters International Speech Contest.

- Create a contest promotion. Include it in your branded newsletter, place it on the club website and announce it via social media channels. Provide updates as your contestant progresses to the next levels of the contest.
- Announce the contest at your meetings. Not only should you announce that the competition is under way; you also want to encourage members to participate and begin practicing their speeches. Make it a point to list the information on branded meeting agendas.
- ▶ Invite a club alumnus to your meeting to share how his or her life has improved as a result of having gone through the program. Use this as an opportunity to invite prospective members.
- ▶ Encourage members to enter the contest. Work with your club's leadership team to seek out individuals with strong potential.

- ▶ **Use trivia to pique interest.** Did you know the annual International Speech Contest first began as an inter-club speech contest held in 1938 in Tucson, Arizona? Did you know that members in undistricted areas can compete in a videotaped part of the competition?
- Share a peek. Show THNKR Channel's <u>Podium episodes of</u> the 2012 World Championship of Public Speaking or host a screening of the documentary SPEAK. The movie follows six Toastmasters as they compete for the title of World Champion of Public Speaking. Visit <u>www.speakthemovie.com</u> to learn more.
- ▶ Issue news releases to invite local media to attend competition events and club meetings where potential contestants will practice and deliver speeches. Be sure to obtain approval from contestants prior to inviting media to any event.

More details about the Toastmasters International Speech Contest and 2013 convention will be announced in early April. Lead up to the crowning event by incorporating the new brand in all of your marketing materials, and start your campaign today!

### Q&A

# How can a club maintain its identity while still adhering to brand guidelines?

#### ANSWER

Toastmasters International's principal asset—its brand—distinguishes it from other communication and leadership programs. Why is it important to use properly branded promotional and marketing materials? By projecting a unified look and message, we strengthen our organization through consistent awareness. As a result, more people will recognize Toastmasters and its benefits. Custom logos and pins can cause confusion and weaken the club's ties to the international organization.

Think of major brands such as Coca Cola, Starbucks, Nike and Disney. They all have strong, consistent messaging and branded materials that easily identify the product or service provided.

Similarly, districts and clubs must use the consistent look and feel of the Toastmasters International brand. However, they can express individuality by developing specific themes related to educational materials, speakers and topics presented during events such as district conferences or club meetings.

Clubs also can create distinct identities by focusing on something unique that bonds its members. For instance, some clubs are branded as dinner clubs, which meet in restaurants, where members combine their love of food or cooking with their passion for public speaking. Others attract advanced members, such as those who have completed a certain number of speeches.

Regardless of how the club chooses to distinguish its uniqueness, clubs should always use the Toastmasters logo and branded materials. See references in the article "Reignite Brand Awareness Efforts" on page one of this newsletter.



## MAKE BRANDING WORK TO YOUR ADVANTAGE

If your club has not embraced the Toastmasters brand, where do you begin? First, review the Toastmasters International **Brand Manual** and critique your website. A professional-looking site is the most effective way to promote your club and attract new members.

Is your site instantly recognized as a Toastmasters site? FreeToastHost 2.0, a free web-hosting service, provides tools that make brand-compliance easy. Building, modifying and updating a website is fast and easy when you follow the steps outlined in the FreeToastHost Club or District Website Setup Guides. However, if your site was built on another platform, you can use the tools your host provides to upload brand-compliant graphic elements, such as logos and other downloadable images, from the Brand Portal to your web server.

Another great way to show your pride in the club and showcase the brand is to display the new club and district banners and lecterns. Lectern banners are an inexpensive way to embrace the brand. To get a 10-percent discount on your next club order from the **Toastmasters Online Store**, take advantage of the "Talk Up Toastmasters!" membership contest. Add five new, dual or reinstated members to your club between February 1 and March 31 to receive your discount, and a special ribbon to display on your club's banner. To save time and money while growing your membership, download the free branded resources at the **Brand Portal**.

Amazon's CEO Jeff Bezos says, "Your brand is what people say about you when you're not in the room." Strengthen the Toastmasters brand and draw new members to your club.



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