

# M | P R Tips & Tools

Marketing & PR resources  
to ensure success

November  
2010

## Marketing Zone

### 18 and Life to Go

HIGH SCHOOL AND COLLEGE STUDENTS ARE A TARGET MARKET you should consider for your club or district. You're probably thinking, "But high school students aren't old enough to join Toastmasters." While this is true, many high school seniors are already 18, or will be within the next few months. Get them thinking about their future and show how Toastmasters can play a significant role in their development!

- Use this **flier** to post at local high school and/or college hangouts (Starbucks are a great option).
- Use this **brochure** to hand out to students or to school counselors to support the idea of Toastmasters membership to their students. Suggest that counselors include it as part of a guidance packet.

Be sure to highlight the benefits to the student asking the question, "What's in it for me?"

Hold an event geared to these students to show how they can personally benefit from participation in Toastmasters. Event activities to include:

- Mock college and job interviews
- Class presentations
- Student-led activities
- Role-playing responses to teachers in class

Make it fun, but illustrate how Toastmasters membership can directly benefit students. Invite parents so they can be involved and see first-hand how Toastmasters membership can help their children grow and succeed.

Don't want to hold an event? Consider attending a school job fair or career day. Here is a **sample listing** of upcoming events around the world!



## What's New?

- Use **this ad** to promote your club or district. Also available in **1/4 page**.
- Is your district planning to advertise on a billboard? Use **this art** to target individuals and **this art** for organizations. Request official art files at **marketing@toastmasters.org**.
- This **Promotional Bookmark** (Item 6796) is an excellent tool to give to guests or new members, or to use as an event giveaway.

## Facts and Stats:

Leadership is on the rise. Competent Leader and Advanced Leader award achievement has increased nearly 30 percent within the last year!

### **Speaking of education, teachers are also a great target market.**

*It is imperative they be at the top of their communication and leadership game. Has your club or district successfully tapped into this market? Tell us about it! Send your success stories to [marketresearch@toastmasters.org](mailto:marketresearch@toastmasters.org).*

# The Importance of Branding

WHAT IS BRANDING AND WHY IS IT important? Branding is not only a logo, but an experience. It is a combination of tone, messaging, content, designs, colors and more. Brand recognition is an essential component of marketing any organization. The Toastmasters brand is no exception. Name recognition; clear, consistent messaging; and potential member connection to those messages are just three of the important elements to focus on.

What did you think when you first heard of Toastmasters? How do others perceive Toastmasters? Like many, you may have thought about toasters. Today, many people connect Toastmasters only with public speaking. As we know, the Toastmasters brand is much more than that. Our core business is in helping individuals to improve their communication and leadership skills, so Toastmasters has something to offer everyone. Clear, consistent messaging will convey this and will help potential members personalize their answer to the question, "What's in it for me?"

How can your club or district help strengthen the brand?

- Always include both communication and leadership in your messaging when describing Toastmasters.
- Provide a consistent club experience for members and potential members using the guidelines provided when the club was started.
- Use tools provided on the Toastmasters International Web site, [Virtual Brand Portal](#) or [Marketing Resources](#) page for clear, consistent documentation and messaging.

Read more about [Safeguarding the Toastmasters Brand](#).

# Creating Relationships with Media in the Academic World

ALL CLUBS MUST REGULARLY SEEK NEW MEMBERS TO KEEP THEIR MEETINGS vibrant and healthy, and [college clubs](#) are no exception. While club officers and the district marketing team reach out to local schools and colleges, it's the job of those in public relations—VPPRs and PROs—to support those efforts by building relationships with local media outlets that serve the academic world. Working together, club VPPRs and district PROs can promote their team's marketing efforts with media outreach.

## What VPPRs Can Do

Let's say your club leaders are working to develop relationships with high schools, home-school organizations and other groups that prepare teens for college. As VPPR, you can support their marketing efforts by determining if these groups have newsletters or a Web site. Then, send a news release to each local media outlet, promoting the event. Consider including comments by students who already are Toastmasters about how their Toastmasters membership has helped them adjust to [college life](#).

Send these news releases to the local media near college campuses, as well as to college newspapers. Don't forget to get on the event listings managed by the college activities office. In addition, student-run radio stations are often hungry for material to fill air time, such as interviews with club leaders.

## How PROs Can Help

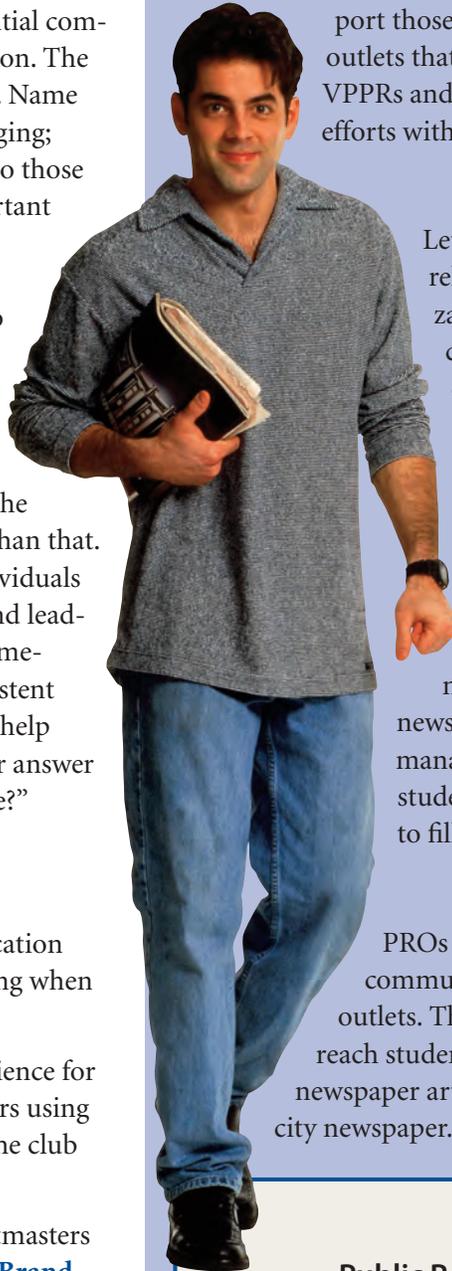
PROs can help promote Toastmasters in the broader community, using relationships nurtured with local media outlets. The goal is to [publicize](#) a general message that will reach students and their families. Parents who miss a school newspaper article may see the same event mentioned in their city newspaper.

## Helpful Resource

### Public Relations Officer Training: Free Webinar

Be sure to visit this training [webinar](#) frequently to help you stay focused on your responsibilities and priorities as PRO. You will learn how to guard the Toastmasters brand, develop an external public relations program for your district, as well as establish an internal communications program.

We welcome your questions, comments or ideas! Please send them to [pr@toastmasters.org](mailto:pr@toastmasters.org).



## Q & A

**Question:** My company has a closed club. What's the best way to spread the word to other employees?

**Answer:** Start building buzz by letting the Human Resources department and other company leaders know that your club can help employees improve their work performance. Share official Toastmasters **brochures** to provide basic information. You should also provide specific club information, such as meeting times, locations and how Toastmasters training can address your company's particular needs.

Once company decision-makers understand the **benefits** and agree to help spread the word, you'll be surprised how quickly membership will grow. Companies can offer incentives to join, such as covering membership dues or acknowledging members' educational awards in performance reviews. They may also help in your **direct-outreach efforts** to employees. Explain the benefits of Toastmasters membership in your company newsletter and on bulletin boards or the Intranet. Send a company-wide e-mail offering club meeting information.

**Question:** What can I use to show potential members or company sponsors the value of Toastmasters?

**Answer:** The **Features, Benefits and Value chart** is an excellent resource for this purpose. Also consider using the Open House PowerPoint presentation for potential members, or the presentation for company sponsors to be used when corporate marketing visits are done. These presentations can be found on the **Virtual Brand Portal**, along with other brochures and fliers.

Submit your marketing questions to [marketing@toastmasters.org](mailto:marketing@toastmasters.org), and PR-related questions to [pr@toastmasters.org](mailto:pr@toastmasters.org) and answers may be published in a future edition of this newsletter.



## Public Relations: What to Try and What to Pass By

The art of public relations can be intimidating, but if you follow the advice given in **Let the World Know**, Toastmasters' publicity guide, you'll soon feel proud of your results.

### Know Your Target

**Try:** Think about who would be interested in your story. Your job is to find your local news outlets, make contact and develop relationships. Be sure to send your news release to the **local reporter** who covers the type of event you are writing about.

**Pass By:** Don't contact the national media or multiple reporters in one outlet. This is ineffective and risks burning bridges.

### Timing is Everything

**Try:** Watch those deadlines! If you aren't familiar with a newspaper's or TV station's deadlines, contact them and ask. Also find out how they prefer to be contacted: via fax, e-mail, Web site or phone.

**Pass By:** Don't send news releases on events that have already happened. And don't be discouraged or give up on your media outreach efforts if at first you don't succeed.

### Entice the Eye with Professional Appeal

**Try:** Use correct **format** to present the information in a clear, logical manner that adds visual appeal to your message. In general, news releases should be typed, double-spaced and have your name, address, e-mail address and telephone number. It also should be dated and have an attention-grabbing headline. Visit the Toastmasters Web site **Media page** for examples.

**Pass By:** Don't use any logos or slogans that were modified by your club or district. Visit the **Toastmasters Virtual Brand Portal** for free stationery that has the approved Toastmasters logo.

## Give Us Your Feedback

We hope this newsletter has been helpful. Give us your feedback to let us know what you liked and what you would like to see in future editions. Contact us at [newsletters@toastmasters.org](mailto:newsletters@toastmasters.org).