

M | P R Tips & Tools

Marketing & PR resources
to ensure success

September
2010

Marketing Zone

Looking For a New Target Market?

NEW CLUB MEMBERS CAN BE FOUND IN MANY PLACES. A GREAT area to target new members is at local law schools. Throughout their education and career, law students need to speak articulately to be effective, and they must stand out as leaders. Show them what Toastmasters has to offer, and how the program adds value to their endeavors. Do law students have a need to think on their feet? Talk about TABLE TOPICS™ Maybe they need to organize an opening argument or summation. Working through the CC manual will allow them to practice organizing their speech.

You know Toastmasters is the perfect solution—make sure they know, too!

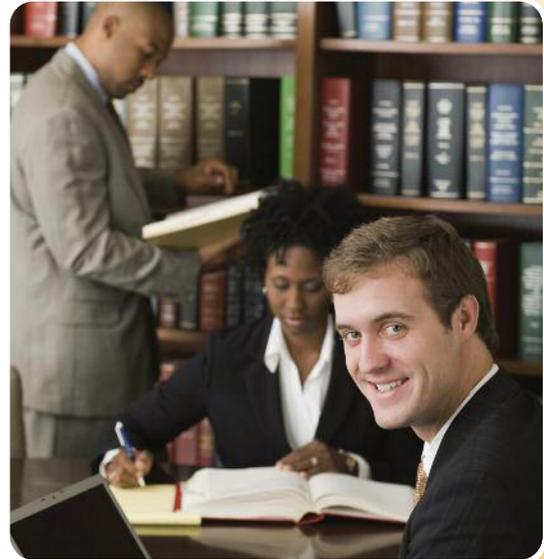
Suggest that students start or join their own campus club, or that they join a local club if one isn't available at the school.

To start:

- Make a list of the law schools in your area.
- Contact the school to pitch Toastmasters and, if possible, set up a sample meeting.

The school isn't interested in starting a club yet? No problem—here's what you can do in the meantime:

- Contact the admissions office to find out when it offers information sessions.
- Connect with the person in charge of the information session to determine if you can give a short presentation about Toastmasters.
- Be sure to tailor the presentation to the students' needs.
- Have informational brochures available.
- Use the **Features, Benefits and Value** chart to show how Toastmasters can help students succeed in law school and beyond.
- Use the **Because Communication Isn't Optional** flier (Item 113) to include your contact information.
- Make sure to invite interested students to a club meeting.
- Follow up!



What's New?

- The new promotional flier template on the **Virtual Brand Portal** is a great way to promote an open house, Speechcraft session, district conference, speech contest or any other Toastmasters event.
- Spread the word about Toastmasters with this new **Static Cling Promotional Decal** (Item 385).

Facts and Stats

- Of the more than 12,500 clubs worldwide, over 40% are clubs within organizations.

Back to the Basics of Membership Retention

YOU'VE ATTRACTED THE MEMBER, BUT HOW do you retain him or her?

The first thing you need to think about is why they joined. What were their intentions and goals? If you don't know, it's time to ask. After all, you can't keep members in the club for long without knowing their goals and reasons for joining in the first place. Here are tips to increase member retention (adapted from **Success 101**):

Evaluate Their Interest

- Identify each member's needs and goals to ensure they reach their objectives. The *Member Interest Survey* (Item 403) is a useful tool to accomplish this.
- Focus your club's educational program on the results of your research.

Analyze Reasons for Missed Meetings

- Are members missing meetings because of the time or location? Consider changing it if the other members agree.
- Maybe the meetings are too long? A shorter program might be more effective.
- Are members not getting the opportunity to participate as much as desired? Try a rotation method so everyone gets a chance to fulfill all the roles.

Nurture Potential Non-renewals

- Has a member reached their original goal? Suggest a new goal, such as the advanced communication or leadership tracks.
- Are they "burned out" on fulfilling too many meeting roles? Lighten their load as needed.

More at www.toastmasters.org/membershipretention.

Creating a Successful News Release

IF YOUR JOB IS TO INFORM THE MEDIA ABOUT INTERESTING EVENTS AND people in your club and district, the best way to accomplish this is with a news release. Make it short (400-600 words), snappy and relevant. Don't forget a headline, summary, dateline, body, quote, Toastmasters International boilerplate and contact information.

Follow the fictional example below to create attention-grabbing news releases.

Headline	Whittier Law School and Toastmasters Team to Help Legal Eagles Soar
Summary	Chicago law school will soon include Toastmasters in its curriculum
Dateline & Lead	Chicago, Ill., May 1, 2010—Whittier Law School in Chicago will soon partner with the Business Speakers Toastmasters club in offering a Toastmasters Speechcraft program to its students.
Body	The program commences Thursday May 8 and will run for six consecutive weeks. Participants improve their skill sets for successful legal careers by practicing giving planned speeches and extemporaneous speaking.
Quote	Dean Robert Snyder of Whittier notes, "There's no doubt that polished speaking skills can help a trial lawyer win cases. The program will help them achieve this." The school has generated Illinois' highest-paid lawyers in recent years, according to a Harvard study of U.S. law schools.
Boilerplate Statement	Toastmasters club is part of Toastmasters International, a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. The organization currently has more than 262,000 members in over 12,500 clubs in 113 countries. For information about local Toastmasters clubs, please visit www.toastmasters.org .
Contact Information	Media Contact Stanley Smith 000-555-1212 stanleystsmith@acme.com

Be sure to use Toastmasters International letterhead and standardized boilerplate. You can find this information on the Toastmasters International Web site:

- Letterhead: www.toastmasters.org/vbp
- Boilerplate: www.toastmasters.org/Boilerplate



Q & A

Featured Question: “Help! I’m a new VPPR and I’ve been contacted by a reporter who wants to write about our club and the Toastmasters organization. I don’t know that many facts about Toastmasters. What should I do?”

Answer: First, give them the basic information about your club: Does it have any notable members or coming events? Where and when do you meet? How are you helping your community? Then, for information on the organization, send the reporter to the [Toastmasters Web site](http://www.toastmasters.org). The *Electronic Media Kit* will give them good background information and answer many of their questions:

www.toastmasters.org/media.

Submit your PR and Marketing-related questions to: pr@toastmasters.org and answers may be published in a future edition of this newsletter.



Media Basics: Where to Send News Releases

YOU’VE CRAFTED A PERFECT NEWS RELEASE. NOW WHAT? Toastmasters clubs and districts find the greatest success within their local media markets. Your selection of local news outlets is better than ever: bloggers, news Web sites, webcasts, TV, radio, magazines and even newspapers. Most of your communications will be handled online, in one of two ways:

- Sending an e-mail to a contact you’ve made.
- Searching online for the local news organization.

The second option is easier for people who don’t already have contacts. For example, if you live in Lake Havasu City, Arizona, simply go online and search for “Lake Havasu City, Arizona news.” On Google, this leads to a local news organization, *Today’s News-Herald*, owned by River City Newspapers, which also provides havasunews.com.

At the bottom of this particular Web page is a link, “Submit Your News,” that leads to a form you can fill out. In this case, you would simply copy and paste your news release into the form, fill out a couple of quick answers and click “Post Article” to recommend your news release. Another option on this Web site is to go to the “Contact Us” page and send the news desk an e-mail with your news release text pasted into the body of the e-mail. The “Contact Us” page is standard and offered by most news organizations around the globe.

Regardless of how you submit your news, be sure the contact information you provide is correct so they can call or e-mail you with any questions. And let World Headquarters know when an article is published about your group! You can e-mail the coverage or link to the article to pr@toastmasters.org.

PR Resources

- The Toastmasters Web site has a new [Media Center](#) page with links to an electronic media kit that includes free materials in PDF format. You can also request the complete kit by contacting pr@toastmasters.org. Be sure to

visit that page’s link to recent news releases sent out by World Headquarters PR staff.



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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 pr@toastmasters.org.