



Marketing Zone

WHERE LEADERS ARE MADE: Promoting Leadership *and* Communication

"In order to accomplish our mission, Toastmasters members, clubs and districts must provide one single, consistent message that demonstrates what Toastmasters is and what we offer the world."

– Toastmasters International President Michael Notaro, DTM

So what is Toastmasters International's message? For many years, Toastmasters has been synonymous with public speaking. However, the powerful combination of strengthening one's competence in communication and building leadership skills through participation in Toastmasters is what *differentiates* Toastmasters International from other skill-building programs. The new official Toastmasters tagline, "Where Leaders Are Made," reflects this synergy between communication and leadership. Toastmasters training helps members build their *competence* in communication so they can gain the *confidence* to speak effectively and lead others.

To achieve a consistent and clear message, the tagline "Where Leaders Are Made" should be used on your district's and club's promotional material, if you choose to use a tagline in your marketing efforts. Although the tagline has an emphasis on leadership, it does not summarize the total member experience; it represents what differentiates Toastmasters. It tells members and potential members what makes Toastmasters different from any other option they could choose to grow their communication and leadership skills.

By consistently implementing this tagline along with the supporting brand positioning messages and imagery, you convey to the world that Toastmasters helps members build competence in communication so they can gain the confidence to transcend their initial expectations – into leadership roles in their careers and in the community. It tells corporate executives, for example, that club members are developing strong leadership skills through improved communication skills, and can be trusted as mentors and candidates for promotion.

When you can provide a clear message of why a member should join, or why a business should start its own Toastmasters club and how the entire company will benefit – then you can maximize the possibilities of what can be gained. Be sure to review the [District and Club Leader Brand Manual](#) (PDF) for information on how to do this. These branding standards were created to help you communicate one consistent and clear Toastmasters identity, regardless of what part of the world you may live in. If you have questions, please visit the [Brand FAQs](#) for more information.



What's New

- ▶ Check out the expanded [Virtual Brand Portal](#) and review the [brand manual](#) if you haven't already. Watch for new resources coming soon.

Facts and Stats

- ▶ Toastmasters is celebrating its 87th anniversary this month! Share this fact as a way to promote the organization's longevity.
- ▶ Leadership awards continue to rise. In the 2010–2011 year, the Advanced Leader Bronze award showed a record increase of 18.2%.

Q & A

Question:

How do I update my club or district website with the new brand?

Answer:

If your club is among the thousands that use FreeToastHost (FTH), your website can easily be converted to the refreshed style by following this [Club Website Setup Guide](#). Now, districts can also use FTH to build and host websites for free! If you do not use FTH, Toastmasters offers official WordPress, Google and Joomla templates for clubs and districts. Visit toastmasters.org/freewebsites for more information. Be sure to follow the brand manual when designing your website and incorporate the logo and newly branded photography, graphic elements, color palette and typography. Download brand resources from the brand portal at toastmasters.org/vbp.

As you update your club or district website, please be sure to expire outdated club and district websites that you no longer wish members or prospective members to view.

Do you have a public relations success story to share?

We would love to hear it and possibly share it under the [In the News](#) section of the Toastmasters website, in a future issue of the [Toastmaster](#) magazine or in the [M/PR Newsletter](#).

PR Zone

PR TIPS FOR TODAY'S TOASTMASTERS

Toastmasters International offers several materials to help you with your public relations efforts, all of which reflect the current trends in the PR industry as well as the nature of Toastmasters' new **brand identity**.

The [Let the World Know Publicity and Promotion Handbook](#) (Item 1140) was updated in August. Read it if you haven't already done so; you will find valuable help on promoting your club or district events. Creating and maintaining strong relationships with members and nonmembers (your two target audiences) is crucial to the success of your internal and external communication plans. It is also important for the overall image of Toastmasters.

When you practice good PR, you will create, promote and maintain a favorable image of Toastmasters using a variety of communication channels and tools. Although these tools have not changed, the channels in which they are circulated continue to evolve.

Today, online media approaches the power of print media, and although print coverage is exciting, **social media** is integral to any effective public relations plan. By listening, learning, adapting to and engaging in social networks such as [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#), you gain valuable insight into your target audiences. You can also participate in conversations on a broader scale, helping you and your club and/or district build relationships and increase awareness about Toastmasters.

Regardless of how you share Toastmasters information with the world — whether you are writing a **news release**, posting a video or tweeting an update about your club or district — keep your audience in mind. Why would they be interested in your message? How will this impact your club or district? Are your facts and stats about the organization current? Is your contact information displayed correctly? Does your news release have the current Toastmasters **boilerplate** at the bottom?

Before reaching out to a **journalist**, always do your homework to know what he or she regularly writes about. Also, remember that a **successful pitch** depends on making your email's subject line captivating, keeping your email content brief and presenting a *really* interesting story and one that is relevant to the publication's readers. When you email the release to a journalist, be sure to paste the text of the news release into the body of your email, below the pitch and your signature. Do not attach the release to your email. Attachments to journalists almost always get caught by spam filters.

Finally, you never really know who will be visiting your club or district website, so make it as enticing as possible. This increases your chances of attracting visitors to a club meeting or a district conference. Pepper your website with informational links and photos. Be sure your contact information is displayed and can be found easily. If you have not updated your club or district site to reflect the refreshed brand, please do so as soon as possible. The **Club and District's webpage** on the Toastmasters website is a good starting point.

WHAT YOU NEED TO DO AS A PR OFFICER

As public relations officers, you will be speaking to many types of people. Because each person receives messages differently, you need to equip yourself with various **talking points** or information about Toastmasters that will make you everyone's recognized expert on the **organization**, its **history** and the updated brand.

Although the updated brand provides a new look and tagline, the organization's **mission, vision and values** remain the same.

For more information about the refreshed brand, refer to this **District Leader** or **Club Leader** brand training video, the **District and Club Leader Brand Manual**, **Brand Guidelines** and **Brand FAQs**. If your members need help communicating the meaning of the brand refresh, you can equip them with this **PowerPoint presentation** and talking points. Be sure to work with club or district leaders to organize helpful events such as a **branding workshop** or a practice *pitch* meeting.

For the latter, the idea is to practice speaking about Toastmasters and its new brand identity. A practice pitch meeting can be structured like a Table Topics event, with members giving one- to two-minute speeches describing Toastmasters by using the organization's new tagline (**Where Leaders Are Made**) and the new brand messaging. This allows members to practice communicating about the updated brand. It also gives you the chance to gain feedback from the members, and you can use this input to enhance your PR program or update your messaging.

Additional Information for Your Reference

Looking for more information about Toastmasters? Here are a few additional updated resources that might be helpful for you during your term:

- ▶ [VPPR and PRO Resources](#)
- ▶ [Multimedia Content](#) and [Video Gallery](#)
- ▶ [Electronic Media Kit](#)
- ▶ [Membership Growth Chart](#)
- ▶ Toastmasters [Timeline](#)



A Pitch to Practice

Have you ever been tongue-tied when asked about Toastmasters? Try incorporating this information into your club or district's elevator pitch:

Since 1924, Toastmasters International has been recognized as the leading organization dedicated to communication and leadership skill development. Through its worldwide network of clubs, each week Toastmasters helps more than a quarter of a million men and women of every ethnicity, education level and profession build their competence in communication so they can gain the confidence to lead others.

**GIVE US YOUR
FEEDBACK**

We hope this newsletter has been helpful. Let us know what you liked and what you would enjoy seeing in future editions. Contact us at newsletters@toastmasters.org. Have questions specific to the brand refresh? Email brand@toastmasters.org.