



Marketing Zone

STRIVE FOR CLUB QUALITY

What attracted you to Toastmasters? Most likely, you were first interested because you wanted to reach certain goals. As a guest, you were greeted warmly and made to feel welcome. Soon after, you began to learn, grow and achieve your goals. Now, as an experienced Toastmasters leader, try stretching yourself even further by helping others reach *their* goals. One way to do that is by ensuring that your club, and the clubs in your district, consistently demonstrate top club quality.

Successful clubs have many things in common, and they do these things well. They all have trained leaders who follow the Toastmasters Distinguished Club program. They take advantage of available resources to engage members and ensure a positive club experience. They also have an active mentoring program. Mentors and coaches are instrumental in encouraging members to present manual speeches, as well as to provide positive, constructive evaluations. In doing so, mentors provide club members the support they need to meet goals and earn awards.

As a leader, you want to convey the benefits of membership to new members by familiarizing them with the Toastmasters Communication and Leadership program immediately after they join. Ask new members to identify their goals by completing a [New Member Profile Sheet](#) (Item 405) Assign them meeting roles, so they will become active and involved. Participants appreciate reminders in advance of their meeting roles, so they will have plenty of time to prepare and be successful.

Finally, encourage members to attend events beyond the club level, such as area speech contests and district conferences. These events provide an excellent way to meet new people and discover advanced speaking and leadership opportunities. Consult the guidelines in the Toastmasters' [Moments of Truth](#) (Item 290) module of the *Successful Club Series*, and follow the [Distinguished Club Program And Club Success Plan](#) (Item 1111). For answers to frequently asked questions about the education program and more, please visit www.toastmasters.org/faq.

Remember, member satisfaction leads to member retention, and October is membership renewal month. Focus on these things to improve your club, and membership-building will not become a challenge.

Public Relations Officer Training Webinar

If you missed the Public Relations Officer Webinar, "Create. Coordinate. Communicate." held in September, don't despair. You can watch it on demand [here](#).

What's New

- ▶ **Distinguished Performance Reports Dashboard** is a user-friendly online tool you can use to track club, area, division and district achievements in the Distinguished programs. You can use the [standard](#) or [HTML](#) version. For how-to tips, visit the [Dashboard Frequently Asked Questions](#).
- ▶ **The Club Experience** and Toastmasters [Member Testimonials](#) videos are great membership-building tools. Potential members will learn what to expect in a club meeting and how they can benefit from the Toastmasters program.
- ▶ **E-Learning Program for Club Officers to Debut in November**
Next month, base-level online training will be available to help incoming club officers prepare before beginning their new role. The program will explain their responsibilities and how officers can work together to create a successful club. Interactive sessions specific to each of the eight club roles will be offered. Additionally, a foundational session will provide an overview of how the different roles interact within a club and with the organization as a whole.

Facts and Stats

- ▶ Toastmasters International has more than 280,000 members in 13,500+ clubs in 116 countries.
- ▶ A record number of 1,292 new clubs were chartered during 2011–2012, a 3.6 percent increase over the previous year.
- ▶ Five hundred thirty-seven new corporate clubs were formed, representing a 71-percent increase from 2010–2011.

Marketing Zone

TIPS FOR MEMBERSHIP-BUILDING

Building club membership is critical to maintaining a quality club and enhancing the learning experience. Having clubs with at least 20 members not only promotes learning, it also leads to increased participation.

There are a variety of programs to keep members interested. One such program is Speechcraft, which teaches basic Toastmasters skills to non-members. Toastmasters clubs can host Speechcraft workshops within a company or any other organization. This excellent membership-building tool brings potential members into your club while giving current members a chance to showcase their speaking and leadership skills. Use the [Speechcraft Promotional Kit](#) (Item 203) to propose the idea of hosting a Speechcraft to your club. It explains the benefits to potential participants.

Part of the *Success Communication Series*, *Speechcraft* can be presented during club meetings or at a different location. The [Speechcraft Starter Kit](#) (Item 205) includes coordinator guides and advisor instructions, plus workbooks and certificates for five Speechcraft participants.

Fees can be charged to Speechcraft participants, but no individuals, educational institutions or other organizations may benefit financially from the presentation of a Speechcraft.

Be sure to invite Speechcraft participants to join your club. For more information, visit

www.toastmasters.org/speechcraft.

For planning and maintaining membership growth in your club, refer to the manual, [Membership Growth](#) (Item 1159).

PR Zone

HOW TO PROMOTE A SPECIAL EVENT

Special events, such as [Speechcraft](#) or an open house can be great membership-building tools. Follow these steps to promote your special event; you'll be surprised at the positive results:

- ▶ Set time aside to brainstorm and set goals for your club. Do you want to attract five prospective members? If so, target those wanting to improve their communication skills in the workplace.
- ▶ Develop your club's plan with action items and deadlines. A great place to start is by writing a [news release](#) to promote an event through the [local media](#). Use a catchy headline to generate interest. For instance, you might attract professionals with the title "Build Skills to Succeed in the Workplace Through Toastmasters."
- ▶ Submit your news release to the media. Remember to ask if photos, graphics and logos are allowed. If so, many options are available at: www.toastmasters.org/brandportal.
- ▶ Invite a local reporter to participate to gain first-hand knowledge. This may lead to club coverage at a later date.
- ▶ Post a notice of a *Speechcraft* event on your website and social media channels.
- ▶ Place and distribute fliers in visible places throughout the community.
- ▶ Prepare a club officer to give an interview to the media about the Speechcraft, why it's being held and who it can benefit.



LEADER SPOTLIGHT

This section of the M/PR Newsletter showcases PR and marketing materials submitted by members who have done an outstanding job promoting Toastmasters through the media. Congratulations for a job well done!

District 58 Showcases Brand on TV

Lisa Berry, District 58 Public Relations Officer in South Carolina, USA, recently secured great media exposure for her district in an [ABC Lowcountry Live](#) TV news segment. Berry and Richard Trowbridge, DTM, District 58 Speakers Bureau Chair, promoted their speakers bureau, gave a mini-Table Topics demonstration and came prepared with appropriately branded Toastmasters materials.

"When they asked for photos, I just made sure to provide them with our approved branded materials," says Berry, who secured the coverage by completing a guest request form on the station's website. Her goal was to tell how Toastmasters can benefit everyone in the community, why the program is important and what it entails. The producer liked the segment so much that Berry received an invitation to come back.



Q&A: What materials are available to help my club look more professional and inviting?

Quality clubs use the Toastmasters-branded globe logo, wordmark and tagline “Where Leaders Are Made” to ensure message consistency and attract potential members. Below are resources you can use to make your website, events and marketing materials consistently professional and well-branded.

Brand Resources

WHAT ARE YOU LOOKING FOR?

- Ads for local print or online publications
- Answers to brand-related questions
- Answers to trademark questions
- Billboard art
- Brand color codes, fonts and guidelines
- Business cards, letterhead, agendas, newsletters and other stationery
- Contest materials
- Creating custom Toastmasters materials
- Customizable banner
- Directional signs for your meetings or events
- Free downloadable logos, wordmarks, graphic elements and branded photographs
- Website templates and banners

FIND IT HERE:

- www.toastmasters.org/brandportal#vbp7
- brand@toastmasters.org
- trademarks@toastmasters.org
- marketing@toastmasters.org
- www.toastmasters.org/brandmanual
- www.toastmasters.org/stationery#vbp6
- www.toastmasters.org/brandshowcase#vbp9
- www.toastmasters.org/creatingmaterials#vbp8
- www.toastmasters.org/322
- www.toastmasters.org/384 and www.toastmasters.org/6996
- www.toastmasters.org/brandportal
- www.toastmasters.org/freewebsites#vbp5

**GIVE US YOUR
FEEDBACK**

Get past issues of the M/PR Newsletter at www.toastmasters.org/mprnewsletter. Let us know what you liked and what you would like to see in future editions by emailing newsletters@toastmasters.org.

