



## Marketing Zone

### COMPASS FOR SUCCESS

Congratulations to all new club officers and district leaders. You will have a great year ahead! To help you deliver quality meetings and attract guests to your club, take advantage of these resources, available on the [Toastmasters](#) website:

To show potential members what they can expect in a club meeting, consider playing the [Club Experience](#) video during your next meeting or posting it on your website. The video's host, Raphaela, summarizes a typical club meeting for first-time visitors.

To help members with public speaking challenges, share the [Toastmasters Time-tested Communication Tips](#) videos. Each video offers practical advice for all Toastmasters. ("Five Basic Public Speaking Tips," "How to Give a Toast," "Finding Speech Topics" and "Knowing Your Audience".)

To help your club and district with brand positioning, you'll find many user-friendly tools and marketing materials such as logos, photos, fliers, billboard designs, business card templates and other promotional materials in the [Virtual Brand Portal](#).

For tips on how to get your club or district event covered by local media, use the [Let the World Know](#) handbook (Item 1140) as your guide. Additional free resources are available on the [PR Corner](#), including ready-to-use news release templates, back issues of this newsletter and a link to our Media Center.

One of your best marketing tools is your club or district website. Ensure that it displays current [branding elements](#) and that your contact and meeting details are up to date. Review your club's listing on the ["Find a Club"](#) page for accuracy, as well. For any discrepancies, simply [Login](#) to access Club Central to make any changes.

These resources will help you to proceed with confidence and succeed in your new role.

### Facts and Stats

Based on recent research, the top reasons members join Toastmasters are:

- ▶ 71% to improve public speaking skills
- ▶ 42% to improve interpersonal communication
- ▶ 35% to improve self-esteem or confidence

Did you know?

- ▶ 52% of members are female and 48% are male
- ▶ 40% of new members are between the ages of 18 and 34



### What's New

- ▶ The new [Club Experience](#) video summarizes a typical club meeting and is a great tool for introducing visitors to your club.
- ▶ *Speak*, a documentary about public speaking, follows six Toastmasters as they compete for the title of World Champion of Public Speaking. To host a screening for your club, contact [Alexandra@righteouspictures.com](mailto:Alexandra@righteouspictures.com) or visit [www.speakthemovie.com](http://www.speakthemovie.com).
- ▶ **Open House**  
Make a good impression on potential members and grow your club by participating in the [July Open House Showcase Contest](#). Please be sure to visit the link for revised contest rules.

### THE LATEST BUZZ ABOUT CONVENTION

Tell your club members about the 2012 International Convention — and to [register](#) before July 20 to get the early-bird rate.



## PR Zone

### MEMBER ACHIEVEMENTS

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 on a job well done!

#### Gavel Club on TV

##### Special Olympics' Global Messengers Carry the Torch in Founder's District

**Experience:** While the world will soon focus on the 2012 Summer Olympics, the Helmsmen Toastmasters Club in Founder's District is concentrating on some very special local athletes. The club recently took a group of Special Olympians called "Global Messengers" under its wing by chartering the Special Olympics of Southern California Global Messengers Gavel Club. Special Olympics enables those with intellectual disabilities to participate in various competitive sports and games. The Toastmasters program helps the Global Messengers, who serve as chapter spokespersons for the global organization, become more confident when speaking to the media and other audiences.

The Helmsmen club participated in an hour-long segment on KTLA-TV about the Special Olympics summer games. The competition highlighted the athletes' experience in Toastmasters. View a copy of the [news clip](#).

Thanks to the mentoring by Helmsmen members Gary Osterbach, Marilyn Skinner, Chris Gregory and others, the word of Global Messengers entering the world of Toastmasters has reached many.

#### Newspaper

##### Palliser Club Evaluates Royal's Speech Calgary, Canada, March 30, 2012 (District 42)

**Experience:** By quickly answering a reporter's call for assistance in covering a current news event, Calgary's Palliser club members recently gained prominent news exposure locally and internationally.

Here's how it unfolded. *Calgary Herald* reporter Lisa Monforton was assigned a story about the Duchess of Cambridge's (Kate Middleton) first official speech to be delivered to a children's hospice in Ipswich, England, and she turned to Toastmasters for expert advice on how to overcome speaking jitters. She did an online search for local clubs and sent out a few emails. Palliser Toastmasters were the first to respond, snatching up the coverage.

##### Results:

- ▶ An interview with Palliser Toastmasters Club President Michael Hurd generated the following article in the paper's print edition of the *Calgary Herald* daily: [A royal case of the nerves](#).
- ▶ Toastmaster Damian Jordan, the club vice-president and former British subject, evaluated the Duchess of Cambridge's first official speech using feedback following the Ice Breaker speech outline. The following piece appeared in the paper's online edition: [Calgary Toastmaster offers thoughts on Duchess of Cambridge's first official speech \(with video\)](#).

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**CONGRATULATIONS!** Toastmasters International recently received an Award of Excellence for its Media Relations Program in the Orange County/Public Relations Society of America's 2012 Annual Protos Awards Competition which honors the "best of the best." This honor is a tribute to the efforts and achievements of PROs and VPPRs in securing media coverage throughout your local communities and your districts.

## TV

### Broadcast Brief

Below is a recent example of how a district used creative pitching to get prominent TV coverage. For more examples of media coverage, visit the online [media center](#).

#### ▶ **KMAX-TV's *Good Day Show***

District 39 Area Governor Sandie Hewston thought of the idea to contact the *Good Day Show* in Sacramento, California, while she was watching the show and counting filler words used by its reporters. Because of the station's fun and fast-paced format, she knew Table Topics would be a natural pitch, so she emailed an idea that was accepted. Her advice to others: "Think of a topic that fits with the culture of the show, then craft a message to propose the idea to the program director. It was a wonderful opportunity for all those involved."



## Q & A

### How Can Corporate Clubs Recruit Members?

Take advantage of the company's internal communication vehicles to announce meetings and events. Here are some strategies:

- ▶ Contact the HR department to determine if it's appropriate to mention Toastmasters in the organization's publication(s) and on the intranet.
- ▶ Ask to include the club's information in employee orientation sessions or packets.
- ▶ Check with the company's Public Relations staff for other ideas to get the word out. They may be able to network with successful clubs from other company branches.

For more tips, see "Company Publications," pg. 24, in the [Let the World Know](#) manual.

## Marketing Zone

### CORPORATE CLUBS: A WIN-WIN FOR ALL INVOLVED

Of the more than 13,000 Toastmasters clubs around the world, nearly half are sponsored by approximately 3,500 businesses or organizations. Many of these sponsors host multiple clubs spanning more than 100 countries. Some of the most well known businesses that host in-house clubs include Coca-Cola, Bank of America, AT&T, IBM, Chevron, PricewaterhouseCoopers, Caterpillar, State Farm Insurance, Microsoft, Google and eBay.

It's easy to help an organization start a Toastmasters club. A good place to start is by reading the [How to Build a Toastmasters Club: A Step-by-Step Guide](#). The guide tells you how to prepare a demonstration meeting to gain the support of a decision maker at your target company. Begin by using the corporate marketing letter available at [www.toastmasters.org/corporatemarketingletter](http://www.toastmasters.org/corporatemarketingletter) to schedule an appointment with the human resources director or other high-level executive. Include a copy of the ["Features, Benefits and Value"](#) chart indicating the many benefits of hosting a corporate club.

Ceree Eberly, Chief People Officer at The Coca-Cola Company, can testify to the benefits of the company's 310 North Toastmasters club. "I see a great value in Toastmasters International's proven programs for developing great communicators and influential leaders," she said. "It is so exciting to see the growth in each associate who takes on this process."

When conducting a demonstration meeting, consider using the Toastmaster Power-Point slideshow ["Toastmasters in Your Organization"](#).

## GIVE US YOUR FEEDBACK

Review past issues of the *M/PR Newsletter* on the Toastmasters website at [www.toastmasters.org/MPRNewsletter](http://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](mailto:newsletters@toastmasters.org).