



**TOASTMASTERS**  
INTERNATIONAL®

**When You Are the**

# Vice President Public Relations

**A Guide to  
Effective Club  
Leadership**

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## A Guide to Effective Club Leadership

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**TOASTMASTERS**  
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## The Mission of the Club

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

## The Mission of Toastmasters International

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening, and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of member clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its program.

## Vision

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

## Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization, and we believe we should incorporate them as anchor points in every decision we make. Our core values provide us with a means of not only guiding but also evaluating our operations, our planning, and our vision for the future.



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Being a Toastmaster means more than simply making a commitment to self-development. Everyone who joins a Toastmasters club is making a commitment to the club, to its members, and to the organization as a whole.

### **A Toastmaster's Promise**

As a member of Toastmasters International and my club, I promise:

- To attend club meetings regularly
- To prepare all of my speech and leadership projects to the best of my ability, basing them on projects in the *Competent Communication*, *Advanced Communication*, or *Competent Leadership* manuals
- To prepare for and fulfill meeting assignments
- To provide fellow members with helpful, constructive evaluations
- To help the club maintain the positive, friendly environment necessary for all members to learn and grow
- To serve my club as an officer when called upon to do so
- To treat my fellow club members and our guests with respect and courtesy
- To bring guests to club meetings so they can see the benefits Toastmasters membership offers
- To adhere to the guidelines and rules for all Toastmasters educational and recognition programs
- To maintain honest and highly ethical standards during the conduct of all Toastmasters activities



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# You Are the Vice President Public Relations

As vice president public relations (VPPR), you – with your public relations committee – are responsible for coordinating an active public relations and publicity program. Your job as VPPR is vital to the growth and success of the club; your efforts help to attract new members. Not only do new members bring fresh personalities and ideas; they also provide your club with a stronger base of leaders.

Your main duties include:

- Promoting the club to local media
- Maintaining a club Web site
- Publishing a club newsletter

This manual contains all of the basic information you need to fulfill the role of VPPR. In it you will find:

- An outline of the standards for the VPPR
- Detailed explanations of how to meet these standards
- Leadership techniques you can use
- A calendar with important dates
- Access to the tools and resources available to ensure a successful term of office and a successful club (in the Appendix)

# Standards for Success

Every club officer has performance standards they must meet. These standards aid officers in understanding their roles and help club members know what they should expect from officers.

A vice president public relations must:

## *At the Club Meeting*

- Announce upcoming events and programs
- Gather information for the newsletter or Web site by asking for story contributions or covering club news
- Greet members and guests

## *Outside of the Club Meeting*

- Attend district-sponsored club officer training
- Protect and publicize the Toastmasters International brand
- Promote the club to local media
- Maintain a club Web site
- Join a Toastmasters-moderated social networking Web site
- Produce and distribute a club newsletter, preferably via e-mail
- Promote membership programs
- Attend club executive committee meetings
- Attend other Toastmasters events
- Arrange for a replacement if you're unable to attend a meeting and for assistance if necessary
- Prepare your successor for office

## **Club Officer Training**

Every June, July, and August, as well as December, January, and February, your district conducts club officer training. Training includes a review of each officer's responsibilities and tips for fulfilling them. It also allows you to meet officers from other clubs and provides an opportunity to share ideas and keep up on current information. Contact your district lieutenant

governor education and training (LGET) or visit your district Web site for information about the next training workshop. Links to district Web sites are available at [www.toastmasters.org/distwebsitelist](http://www.toastmasters.org/distwebsitelist).

## **Protect the Toastmasters Name**

As VPPR, you are a guardian of the organization's image. It's important that you consider Toastmasters' branding guidelines and properly brand your club's promotional material. Is it professional in appearance? Does it represent the Toastmasters organization at its best?

Whether you're sending an electronic newsletter, updating your club's Web site, or communicating to the public in any other way, always consider the image you want to project for your club and Toastmasters International. The first step in accomplishing this is in protecting the use of the Toastmasters logo and text emblem.

### *The Globe vs. Text Logo: Which to Use?*

The Toastmasters globe logo is recognized worldwide. But over the years, the organization has also used a graphic image of the Toastmasters name as an alternative or in addition to using the globe. While both logos are still acceptable to use on official Toastmasters materials your first choice should be the text logo.

- **Using Existing Toastmasters Products.** Toastmasters' manuals, programs, and other materials are copyrighted and may not be reproduced in any form without advance written permission from World Headquarters. If you find materials that carry a logo



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or emblem, be sure to ask for permission by e-mailing [trademarks@toastmasters.org](mailto:trademarks@toastmasters.org) before copying and distributing any of it.

■ **Using the Logo or Emblem on Your Own Materials.**

The names “Toastmasters” and “Toastmasters International,” as well as the logo are trademarks and cannot be printed, engraved, or placed on any other items (e.g. badges, trophies, plaques, certificates, coffee mugs, clothing, etc.) without written approval from World Headquarters. Any such use is a violation of trademark law and Toastmasters International policy. For example, Club XXXX may not purchase trophies from a local shop and have “Toastmasters International” engraved on them. The logos can be used, however, for official Toastmasters documents, such as a club or district newsletter.

This is only part of the story. Be sure to visit [www.toastmasters.org/brandtm](http://www.toastmasters.org/brandtm) and [www.toastmasters.org/logos](http://www.toastmasters.org/logos) to read more about the appropriate use of the logo and the text emblem. You can also type “brand” in the search box for information on protecting and promoting the Toastmasters brand.

## What is Public Relations?

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What motivated you to attend your first Toastmasters meeting? Maybe you were invited by a friend, saw an ad on a bulletin board, or read about Toastmasters in a magazine or newspaper. Whatever the reason, it was likely the efforts of the VPPR that helped get you there.

Good public relations is anything that produces a positive response and stimulates the reader or listener to do something, such as visit a club meeting, attend a Speechcraft, or visit the Toastmasters booth at a trade show.

### *The “How To” of Public Relations*

Most people join Toastmasters with a goal in mind – to gain confidence, improve communication skills, or develop leadership abilities. Similarly, there are goals involved when embarking on a public relations campaign:

- **Build membership.** A good public relations program will attract prospective members.
- **Increase benefits.** Those members actively involved in a public relations campaign will gain experience

not only in public relations, but in writing, advertising, publicity, promotion, and marketing.

- **Gain public recognition.** This benefits the club and the individual members. Members will find that public relations efforts can lead to outside speaking engagements.

### *Public Relations vs. Advertising*

The best aspect of public relations is that it’s free. Interviews with the local media, press coverage in newspapers or online, and public service announcements or appearances on radio and television are the most effective forms of public contact. And they are all free.

Debbi Fields, the founder of Mrs. Fields Cookies, says she never spent a penny on advertising. She built a multi-million dollar franchise by giving away cookies on street corners. Mrs. Fields did not need advertising; she used public relations.

## Promote the Club to Local Media

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Every club activity is a potential news story. Many are relatively routine and may receive only a brief mention. Others have greater news value with the opportunity for more extensive media coverage. Here are some examples:

- Announcements of regular meetings (calendar listings)
- Success stories about how club members have used their speaking or leadership skills to gain a job promotion or otherwise enhance their lives
- Special club meetings on topics of interest to the community
- Election or installation of officers
- Important visitors or guest speakers
- Club Communication Achievement Award presentation to someone prominent in the community or company
- Major club and member awards, such as Toastmaster of the Year, AC, AL, and DTM awards
- Speakers bureau
- Club anniversary
- Joint meetings
- Club demonstration meetings
- Club charter nights
- Speech contest – club, area, division, and district levels
- Special presentations for the public, such as *Speechcraft*, *Success/Leadership* and *Success/Communication*

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Every club should have a copy of **Let the World Know** the Toastmasters International publicity and promotion manual. (The pdf is available for free download at [www.toastmasters.org/let\\_world\\_know](http://www.toastmasters.org/let_world_know).)

In addition to helping you prepare a public relations program, this manual lists events that deserve media coverage.

### ***Working with the Media***

Securing media coverage is an essential function of public relations. This process, known as *successful media placement*, is more an art than a technique. To master the art, consider these questions:

1. Who is the target audience? You determine the target audience. Are you looking to generate interest among corporate executives, doctors and nurses, single people, or simply people in general? Do you want to attract men and women of a certain age group or educational background? What kind of response do you expect from each audience?
2. How should the media be approached?
3. What kind of message will appeal to both the media and its audience?

As you can see, you must define your target audience before approaching the media, because you must ensure that the message you want to deliver will be well received.

Create a media list based on your target audience. For instance, if you're targeting single people, contact a newspaper that offers a social-calendar section, or a radio station that broadcasts local community events. Likewise, if your local television affiliate broadcasts a weekly business program and you want to target business professionals, contact the program director or producer. Try participating on local blogs to discuss the benefits of Toastmasters training. Many local news outlets offer blogs on their Web site for public discussion.

### ***Approaching the Media***

Find out who the contact person is and the correct spelling of his or her name. The contact person at a newspaper, for instance, could be the features editor, city news editor, or reporter. At a radio or television station, your contact might be the program director (or program manager).

Whether you're submitting a taped public service announcement or requesting an interview, be professional in your approach. Submit a succinct cover letter

or e-mail promoting the event. Follow up with a telephone call. Be sure to mention that Toastmasters is a non-profit educational organization, and that you are not soliciting donations.

Once you receive approval to submit material, find out their submission requirements. Do they prefer a formal news release or a fact sheet? Via e-mail, fax, or mail? What is the deadline? Can they use print or digital photographs?

### ***Prepare Publicity Materials***

It's always useful to have a complete press kit available for the media. This kit should include:

- A news release detailing the event
- Fact sheet about Toastmasters and your club
- Audio and video public service announcements
- Toastmasters International promotional literature/magazine
- Biographical data on individuals mentioned in the release
- Photography (whenever possible)

The most important of all these materials is the news release; it describes your reason for contacting the media.

Here are tips to create a professional, effective news release (See sample news releases in the Appendix):

- The release cannot be handwritten.
- Include the name, title, and telephone number of the contact person (typically you) in the upper left corner of the release.
- Include instructions "For Immediate Release" at the top. (See samples in the Appendix.)
- Write a descriptive, brief headline.
- Write clearly and concisely. Lead with one or two sentences that will catch the readers' attention. Then be sure you include the who, what, where, when, why, and how. Include Toastmasters International in your first sentence.

Toastmasters International has created ready-to-print text that must be used on all news releases. (See example in the Appendix.)

- Here are a few additional news release tips:
- Make sure you're targeting the right audience.
- Edit the release for typographical errors, mistakes in grammar, or incorrect information.
- Remember that this is a news release – avoid technical terms, "fluff" words, and opinions.

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- Try to tell a story of how Toastmasters has changed a member's life.

### *Appeal to the Media and the Audience*

Although your public relations efforts are geared toward a specific audience, your work will be fruitless if you cannot prove to the media that your message is worthwhile.

Like giving a speech, in public relations you must know your audience. Think about why Toastmasters appeals to you, and tailor that to the audience. How you handle the situation is entirely up to you. There are, however, certain media rules to keep in mind:

- **Be helpful.** Give them what they want; be accessible if they need you.
- **Be beneficial.** Prove to them that your message will benefit their audience, which will in turn benefit them.
- **Be precise.** Get the names right, make sure the information and format are correct, adhere to deadlines.
- **Be professional.** The biggest turn-off to the media representative is an inconsistent, unprofessional public relations person. Don't lose out on the opportunity for publicity because you are unprepared or unreliable.

### *Productive Practices*

- Watch your newspapers and online news providers for articles about community organizations to better understand the kind of events covered and how they are written.
- Tune in to television and radio news programs to learn how they handle non-profit organization publicity.
- Treat news contacts as busy professionals. Determine what they expect in a news release. Provide information about how Toastmasters training changes members' lives, even if you are simply announcing routine officer elections. But scale your news release to fit the importance of the event so you do not waste their time.
- Create an alert on a search engine (e.g., Google, Yahoo) to get an idea of what types of articles are being written about Toastmasters in newspapers and other media.
- Accept the likelihood that you will "win some, lose some" and be grateful for those you win.

- Encourage all members of your club to come up with original ideas for club activities that are worth publicizing. If you have doubt about an idea you're considering, check with your news contacts.

### *Interviews and Talk Shows*

An interview is essentially a question-and-answer session with one or more representatives of the media.

Radio and television talk shows always need interesting guests who can articulate ideas well. Toastmasters are ideal for this. Be sure your media list includes all applicable talk shows in town and contact them regularly as well as when special events arise. Some Toastmasters have even parlayed a short interview into a regular appearance on a talk show.

If you initiate an interview, be sure that the interviewee is well prepared.

If a reporter initiates an interview, ask if he or she wants to explore any particular topics so that you can gather any necessary materials in advance.

### *Interview Guidelines*

- Take advantage of this opportunity to promote your club and fellow members.
- Know your facts (how long the club has been in existence, the number of Toastmasters clubs in the area, etc.).
- Answer questions directly and briefly. The reporter will ask for more information if he or she wants it.
- Use examples to illustrate your answers. Tell about actual Toastmasters situations to help make a point. Anecdotes provide valuable material for the reporter's story.
- Be sure you understand the question. Ask for clarification if you need it.
- If you're asked a question that you don't know the answer to, it's okay to say you don't know. Make a note of the question and offer to get the answer. Let the reporter determine if he or she really needs the information.
- Avoid comments that are not intended for publication. If you say it, they will print it.
- Talk about more personal experiences and involvements to support your replies and point of view.
- Stick with the facts. Avoid guesswork and unsupported opinions.

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- Maintain your poise and sense of humor. Let the reporter see you as a real human being who enjoys life and enjoys being a Toastmaster.
  - Refer to Toastmasters' Web site ([www.toastmasters.org](http://www.toastmasters.org)) so the audience can find out more about the organization.

Toastmasters International's *Advanced Communication Series* manuals, "Public Relations" (Item 226C) and "Communicating on Television" (Item 226J), have extensive information on media interviews and presentations.

## Produce a Club Newsletter

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Today, creating a newsletter is simple and cost-effective. If you have access to a computer and the Internet, you can create a professional-looking newsletter that will reflect current club news, lead viewers to the club's Web site, and promote the club, as well as offer inspiration and tips to members – all in a timely fashion and via e-mail.

Focus your newsletter on events that have already occurred that will encourage people to return for more fun and educational experiences. This boundary is not firm, however, as you may elect to promote an upcoming event such as a club contest, by mentioning it in the club's newsletter and Web site.

### *Newsletter Considerations*

Although your top priority is to publicize your club throughout the community, it's also important to keep your club members informed. You can promote upcoming club events and foster camaraderie by helping them share information with each other. This is best accomplished through a club newsletter with additional material provided in the Web site.

You can produce the club newsletter yourself or delegate the task. If you choose to delegate the task, bear in mind that it's your responsibility to see that any relevant information you receive from World Headquarters, such as items in TIPS (the online newsletter published by World Headquarters for club officers), is published in the club newsletter. The newsletter editor needs to be kept informed of upcoming events or deadlines so they can be mentioned in the club newsletter for the benefit of all club members.

The editor might work with the Webmaster to create a newsletter with links to information presented on the Web site. This form of newsletter has the benefit of streamlining the e-mail and allows the club members to select what they want to read quickly.

If your newsletter contains contact information, you must keep written permission from the members for its use. The following disclaimer must be included in any publication (directory, newsletter, Web site) in which contact information appears:

*The information in this directory, newsletter, or Web site is for the sole use of Toastmasters members for Toastmasters business only. It is not to be used for solicitation and distribution of non-Toastmasters materials or information.*

The following information is important to consider when publishing any Toastmasters-related materials. The newsletter editor should keep these points in mind.

### **1. Purpose: To Help Achieve the Club Mission**

The club president serves as the newsletter publisher and is responsible for its content. The editor's role is to support the goals of your Toastmasters club by publishing articles that show in practical terms how to implement them in your club. In order to be successful, the editor needs to work closely with your club's executive officers – especially you (VPPR) and the VPM – and keep the editorial focus on the club's mission:

*The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.*

The club's executive committee should meet to establish policies regarding editorial content, submissions, and production schedules. Once the policies are formalized, they should be strictly adhered to.

### **2. Content: Build a Sense of Pride and Responsibility**

The primary functions of the newsletter are to educate, motivate, and inform its readers. It sets the tone for the club mission of providing a "mutually supportive and positive learning environment." Therefore, the newsletter should always include specific tips for helping

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members achieve their goals and become better speakers and leaders. In fact, if articles are not in some way directed toward achieving the club mission, they probably should not be included in the newsletter.

### 3. *Editorial Balance: Create a Recipe for Club Success*

A successful newsletter will include the following key ingredients for helping to achieve the club mission:

#### ■ **Membership Programs**

Emphasize the importance of the club maintaining its charter strength of 20 members. A 20-member minimum prevents members from becoming overburdened with meeting and club responsibilities. Work with the VPM to promote the club's membership programs. Promote your club throughout the community and reprint membership-building ideas from the *Toastmaster* magazine. Encourage members to invite their friends and co-workers to club meetings, and explain the use of programs such as *Speechcraft* as a membership-building tool. *Success 101* (Item 1620) is an excellent free resource.

#### ■ **Educational Material**

Think about any problems your club may be having. Has there been a sudden increase in dissembling evaluations lately? Are visitors not getting the treatment they deserve? Figure out a solution and write about it. Be positive. Don't mention any names. Make concrete suggestions. You can also generate articles on topics such as how to perform various jobs better, speech-making tips from senior club members, explanations of club officer roles, requirements for educational awards, advice on leadership and mentoring techniques, explanations of rules of grammar and parliamentary procedure, and brief reviews of the various Toastmasters programs. Basically, use any information that can help members meet their goals in terms of improving their communication and leadership skills. Be creative!

#### ■ **Recognition of Member Achievements**

The newsletter should also welcome guests, introduce new members, feature short biographical sketches of members and officers, and acknowledge members' educational achievements. The newsletter is a tool for building a sense of pride and responsibility in being a member of a world-class organization. To

accomplish this, articles need to recognize the efforts of outstanding individuals and try to stimulate others to follow their example. The newsletter can also encourage members to get involved in the various programs by sharing success stories and testimonials about personal growth through Toastmasters.

#### ■ **Administrative Information, Including Reports on Club Progress in the DCP**

A club newsletter should report on how the club is doing in terms of meeting the goals outlined in the program. The newsletter also should report club business, including meetings of the executive committee, and area and district activities. Of course, no newsletter is complete without member activities, such as outside speaking engagements, job changes, weddings, childbirths, etc.

#### ■ **Schedule of Events**

Publish a brief summary of past meetings, as well as information and deadlines for upcoming district and club programs and events, such as elections, semi-annual dues, and contests. Encourage participation and attendance. Be sure to read TIPS in order to keep club members informed about the goals and programs of the organization.

Remember, your newsletter is not simply a historical record and a meeting schedule. If it degenerates to that, it's failing to communicate. Never print an issue without ideas that relate to the mission of the club.

**Note:** Be sure to include the club's name, meeting time, location, contact telephone number, e-mail address, and Web site address in each issue.

### 4. *The Nuts and Bolts of Newsletters*

#### ■ **Frequency of Publication**

How often you publish your newsletter depends on several factors: How much time can you devote to the publication? How much help can you get from fellow club members? Your newsletter should follow a regular production schedule while still maintaining the high standards necessary to reflect the character of the club.

#### ■ **Attracting Readers**

Study newsletters published by other clubs to gather ideas that will capture the attention of your readers. Here are just a few techniques:

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- Publish unique and interesting educational articles.
  - Call attention to items you want to emphasize by placing them at the top of the page, giving them a large and/or clever headline, and shading or boxing them.
  - Use a lot of names; people love seeing their name in print.
  - Keep articles brief and write simply and clearly.
  - Make sure the text is distinct and easy to read.
  - Keep the layout and appearance consistent from issue to issue.
  - Logically organize news items and articles, giving prominent placement to items you want to make sure the reader will see.
- **Design and Layout**
- Design your newsletter to make it visually attractive. The following are a few simple rules for creating an eye-appealing traditional newsletter. If you opt to create your newsletter using a word processing or other publishing program, these tips will help keep it visually appealing. You can attach this kind of newsletter to your e-mail. Be sure to include instructions in the body of the e-mail to open the attachment.
- Incorporate graphics in and around the text.
  - However, don't clutter a page with too many graphics or graphics that are unrelated to the text.
  - Try to achieve page balance – where each page looks interesting and inviting to read.
  - Leave white space between copy – a “gray” page full of text is visually unappealing. Break up solid blocks of typed copy with boxes, borders, creative hand-lettering, and art work.
  - Use a masthead or permanent heading on your newsletter. The main feature of the masthead is the name of the newsletter. It might also include a club logo. In addition, the masthead should contain:
    - ♦ Club and district name and number
    - ♦ Area and state/province
    - ♦ Publication date
  - The editor's and club president's name, e-mail address, and telephone number (for last-minute schedule changes and as a contact for potential members). You may incorporate this in a separate box (a “staff box”) on the back cover or elsewhere.

- A streamlined alternative to the traditional style newsletter is an e-mail composed of short introductory paragraphs with links leading to the full stories posted on the club's Web site. Many modern newsletters opt for this style. It's a good idea to post a page on your club's Web site with the newsletter for those who can't access it through e-mail. Whichever style you select, be sure to include club contact information in the body of the e-mail.

■ **Editing**

Carefully proofread your newsletter for errors or mistakes in grammar. Pay close attention to spelling and punctuation; use a dictionary and thesaurus. Replace long, multi-syllable words with short ones. Writing should be simple and easy to understand.

Before the newsletter is e-mailed, it should be edited and proofread several times by different people.

■ **Circulation**

Send your newsletter to anyone who might find it interesting and beneficial. In addition to club members, this includes guests, area and district officers, local newspapers, the local chamber of commerce, and community college speech and English departments.

## ***5. Additional Benefits***

Your club newsletter can lay the foundation for your overall publicity efforts. For example, your newsletter story announcing a forthcoming speech contest may be used instead of a news release in promoting your club to the community.

Many clubs have also found that their newsletter is a useful tool in attracting prospective members to the Toastmasters program. Always print a few extra copies to hand out and to have available at meetings for guests.

## ***6. Personal Development***

Probably the most frequently overlooked benefit of publishing a club newsletter is the opportunity for personal improvement in communication techniques.

Editing the club newsletter or writing some of the materials for it requires essentially the same kind of skills that club members seek to improve in communicating ideas. Although emphasis is on the written word rather than the spoken message, there is still the need

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for organized thought, entertaining and/or interesting style, good phraseology and grammar, and getting and holding the attention of the audience.

Many club members who have edited or contributed to their club publications have experienced an overall improvement in their communication skills.

## Maintain the Club Web Site

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A professional-looking Web site is important for publicizing your club and attracting new members. Toastmasters International has a free Web-hosting service, **FreeToastHost.org**, that your club can use to create, maintain, and host its own Web site. In addition to hosting your Web site, **FreeToastHost.org** provides templates you can choose from to design the site. No experience in Web site design is necessary. **FreeToastHost.org** provides step-by-step instructions for creating and customizing your club's Web site. Toastmasters International strongly recommends that you use **FreeToastHost.org** for your club Web site.

### *Web Page Reminders*

- Useful information to include on a Web page is:
- The club name, meeting time and location, and a contact telephone number and e-mail address
- The mission of the club
- The features and benefits of Toastmasters club membership
- Distinguished Club Program goals and progress
- Membership-promotion ideas for the club's members
- A calendar listing information about club and district events
- A date identifying the timeliness of the information
- A link to the Toastmasters International Web site
- A link to the district Web site (if available)

Club Web sites should only contain material that is relevant to achieving the mission of the club. Clubs may only place on their Web sites information about candidates for club, district, or International office who are members of that club.

While the VPPR or Webmaster designs and maintains the club Web page, the club president is the publisher and is ultimately responsible for its content. Your club Web site must carry the Toastmasters International

trademark acknowledgement statement provided by World Headquarters. As the trademark owner, Toastmasters International reserves the right to determine how clubs use trademarks in their domain names.

Clubs may include on their Web pages the names, addresses, telephone numbers, and e-mail addresses of club officers, the creator/maintainer of the page, club support personnel, and individual members after having received express written permission from each individual. Individual member information (such as member addresses, e-mail addresses, or telephone numbers) may be placed on club Web sites only if placed in a password-protected area.

### *Company Publications*

Promoting Toastmasters within your company or organization opens another avenue for publicity opportunities. If your club is a corporate club, in-house publicity may be your best membership-building tool.

How can you get your club featured in your organization's publication? Just follow these steps:

1. Contact the editor and "sell" your idea for an article
2. Invite top corporate management to your meeting
3. Have pictures taken to enliven the article
4. Mention names in the story. Employees will love the publicity and managers will be able to see who is participating
5. Explain the benefits of membership, and include meeting time and place

Members who belong to community clubs can also promote Toastmasters in their respective places of employment.

## Network Online

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Toastmasters around the world can now connect through several online social networking sites that are moderated by World Headquarters. These venues offer a great opportunity to practice the art of networking and can help you become more comfortable interacting in small groups and in one-on-one conversations. These online forums are designed to encourage you to participate in virtual discussions, give suggestions to fellow Toastmasters, and receive helpful hints on how to make the most of your Toastmasters experience.

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Access official Toastmasters groups on the following social networks:

- **Facebook.com**  
Key Word Search: The Official Toastmasters International Group
- **LinkedIn.com**  
Key Word Search: The Official Toastmasters International Group
- **YouTube.com**  
Channel Key Word Search: Toastmasters International
- **Twitter.com**  
Key Word Search: Toastmasters

If you have any questions about these social networks, please e-mail Toastmasters World Headquarters at: [marketresearch@toastmasters.org](mailto:marketresearch@toastmasters.org).

Enjoy networking!

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## The Public Relations Committee

Once you're elected to the position of VPPR, immediately enlist other members to serve on your public relations committee. These members can work with you to develop and implement your publicity programs. Assistance is vital; the tasks involved are too great for you to do alone.

Your committee members should be friendly and outgoing and have good writing skills. Public relations involves making good impressions, and these impressions begin with you, your committee members, and the materials you produce on behalf of the club.

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## Attend Executive Committee Meetings

The executive committee consists of all seven club officers (president, vice president education, vice president membership, vice president public relations, secretary, treasurer, and sergeant at arms) and the immediate past club president. The club president serves as the committee chairman. The executive committee is in charge of all business and administrative club affairs such as creating a club budget, completing a Club Success Plan and tracking the club's progress in the

Distinguished Club Program (DCP), and overseeing the other club committees such as the reception committee.

The executive committee's decisions must be submitted to the club for confirmation at a club business meeting. The club may vote to affirm or reject the action of the executive committee and the result of the vote is binding.

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## Other Toastmasters Activities

Since you will represent your club to the media and to the public, you should be familiar not only with your club, but with other local Toastmasters activities. These activities may include area, division, and district speech contests and district conferences. Attending these events will give you a more well-rounded knowledge of the Toastmasters organization and the opportunities it offers and this will help you in your public relations efforts.

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## Arrange for a Replacement or Assistance

Occasionally you may be unable to attend a club meeting. On such occasions, arrange for someone – perhaps another club officer or a former vice president public relations – to carry out your duties.

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## Prepare Your Successor for Office

Once your successor is elected, help him or her to assume leadership. Consider how you felt when you first took office. What could your predecessor have done to make your job easier?

Make sure the newly elected vice president public relations has a manual, review the standards for the office of vice president public relations, and remind him or her to attend district-sponsored training.

Encourage the new officer to ask questions as you discuss any unfinished business and turn over any files you may have. Share advice and information as much as possible. You may even suggest the incoming officer observe you over several weeks.

Don't let the success you've helped to build for your club lose momentum.



# Your Leadership Opportunity

Serving as VPPR is your opportunity to develop and enhance your leadership skills. Following are some tips to help you lead successfully.

## Successful Leaders:

**Set realistic and attainable goals.** As a member of your club executive committee, you work with the committee to establish goals for the term. For example a realistic and attainable goal would be to have the club president appear on a local talk show.

**Plan how to accomplish goals.** Once goals are established, leaders draw up a plan of action to accomplish the goals. They break the big goal into smaller goals. Then they develop strategies and timetables from which to work. For example, if one of your goals is to have the club president appear on a local television show. You would need to begin with a smaller goal – to meet with the television show’s producer to discuss the idea.

**Delegate.** Delegation is the process of transferring responsibility from one person to another and empowering that individual to accomplish a specific goal. The five steps of delegation are:

- Prioritize what needs to be done. Look at your overall workload then identify things that can be delegated.
- Match the requirements of each responsibility with who is available and what they can handle.
- Assign responsibility. Clearly explain what the individual would be responsible for and what your expectations are so he or she can decide whether to accept or decline the responsibility.
- Empower the individual to make the decisions necessary to achieve results and ensure he or she has the tools and resources required to complete the work.

- Establish milestones, timelines, and ways to report progress to lay the groundwork for a successful project and establish a solid foundation for accountability.

As you begin to delegate more and more, always make yourself available to support your team along the way. And remember, the idea is to delegate – not abdicate.

**Monitor progress.** Leaders track progress toward goals and make alterations as necessary.

**Coach team members when necessary.** Coaching is essential and it helps team members recognize and manage their strengths and weaknesses. The four steps to coaching are:

- Agree that a problem exists. You can’t solve a problem until you and the team member agree there is a problem.
- Discuss solutions. Together you and the team member outline possible solutions to the problem.
- Agree on an action. Explain what behavior is necessary to produce the desired result. And develop a timetable for carrying it out.
- Follow up. Check periodically to see that the member is acting according to the agreement.

For example, a club member has volunteered to maintain the club’s Web site. However, the member has repeatedly been late in updating the site. Since the site contains a program schedule and assignments, as well as meeting dates and locations, the member’s actions have caused some problems for the club. You should:

- 
- Speak with the member privately. Start the conversation by acknowledging that there is an issue and obtain an agreement that it is important to keep the Web current and both you and the member want a resolution.
  - Share your side of the story and ask for theirs. Discuss how the problem can be resolved. Give specific examples.
  - Make sure the member understands his or her responsibilities. Offer to find another volunteer to help if the member needs it.
  - Get a commitment from the member to update the Web site once a week.
  - Monitor the site over the next few months to see if the problem has been resolved.

**Recognize achievement.** Reward team members who perform well. The reward isn't necessarily tangible – a “thank you” or a smile will often suffice, as will an announcement during a club meeting.

For example, a club member created a special spreadsheet to keep track of the club's financial transactions, reports, and accounts. Announce her contribution during a club meeting. Make her feel special. The recognition will also motivate other members to achieve.

For ideas on achievement recognition, go to [www.toastmasters.org/awards](http://www.toastmasters.org/awards).

### ***Leadership Opportunities Beyond the Club***

Toastmasters International has several leadership development opportunities outside of the club environment. Visit [www.toastmasters.org/districtofficer](http://www.toastmasters.org/districtofficer) for more information.

# Appendix

**TOASTMASTERS**  
INTERNATIONAL

# Vice President Public Relations' Calendar/Checklist

The following calendar/checklist shows by month the activities and events you should be addressing. You may use the blank lines to add items.

## June

*Before taking office in July:*

- Attend district-sponsored club officer training.
- Meet with the outgoing executive committee and obtain files from the outgoing vice president public relations.
- Ask 1-3 members to be on the public relations committee.
- Meet with the executive committee to complete the Club Success Plan.
- Work with the executive committee to develop a club budget.
- Obtain the VPPR manual from the incoming president and read it.
- Review and order public relations materials from [www.toastmasters.org/shop](http://www.toastmasters.org/shop).
- Obtain Toastmasters' publicity and promotion manual *Let the World Know*, available for free download at [www.toastmasters.org/let\\_world\\_know](http://www.toastmasters.org/let_world_know).
- Solicit articles for the club Web site.
- Make arrangements to develop or take over an existing e-mailed club newsletter.
- Visit some of the Toastmasters-moderated social networking sites.
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- \_\_\_\_\_

## July

- Attend district-sponsored club officer training if you didn't attend in June.
- Meet with the public relations committee to plan public relations activities.
- Attend the executive committee meeting and report on public relations activities/accomplishments/plans.
- Create a media list.
- Review and refresh any existing publicity kit for the media. If none exists, consider creating one.

- Continue regular production of the club newsletter. If none exists, consider creating one.
- Solicit articles for next month's club newsletter.
- Update the club Web site.
- Begin to form a regular presence on at least one social networking site. Interact with other Toastmasters and chat with the public to promote your club.
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- \_\_\_\_\_

## August

- Attend district-sponsored club officer training if you didn't attend in June or July.
- Meet with the public relations committee to plan public relations activities.
- Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- Send publicity kits to local media and invite them to attend a meeting.
- Prepare and distribute news releases about club activities.
- Continue regular production of the club newsletter.
- Display posters and brochures at libraries, shopping areas, and community bulletin boards. Post a notice on Craigslist.com inviting the public to a meeting.
- Solicit articles for the club newsletter.
- Update the club Web site.
- Ensure that the club's meeting location and time are listed correctly with World Headquarters.
- Continue to develop a presence on social networking sites. Be sure to visit sites recommended in this manual. Also, remember to protect the Toastmasters brand when you post messages. Always try to present a professional, polished image.
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### September

- Meet with the public relations committee to plan public relations activities.
- Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- Prepare and distribute news releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Display posters and brochures at libraries, shopping areas, and community bulletin boards. Post a notice on Craigslist.com inviting the public to a meeting.
- Continue to regularly solicit articles for the club newsletter and Web site.
- Publicize upcoming speech contests.
- Publicize the upcoming district conference.
- Update the club Web site.
- Visit the blogs of local reporters and news outlets. Find discussions related to public speaking and leadership and promote Toastmasters as appropriate.
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### October

- Meet with the public relations committee to plan public relations activities.
- Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- Prepare and distribute news releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Display posters and brochures at libraries, shopping areas, and community bulletin boards. Post a notice on Craigslist.com inviting the public to a meeting.
- Continue to regularly solicit articles for the club newsletter and Web site.
- Update club Web site.
- Ensure that the club's meeting location and time are listed correctly with World Headquarters.
- \_\_\_\_\_
- \_\_\_\_\_

### November

- Meet with the public relations committee to plan public relations activities.

- Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- Prepare and distribute news releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Display posters and brochures at libraries, shopping areas, and community bulletin boards. Post a notice on Craigslist.com inviting the public to a meeting.
- Continue to regularly solicit articles for the club newsletter and Web site.
- Update the club Web site.
- If your club elects semiannually, prepare to give files to the incoming VPPR.
- \_\_\_\_\_
- \_\_\_\_\_

### December

- Attend district-sponsored club officer training.
- Meet with the public relations committee to plan public relations activities.
- Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- Prepare and distribute news releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Update the club Web site.
- If your club elects semiannually, give files and manual to incoming vice president public relations.
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- \_\_\_\_\_

*If the club elects semiannually, the incoming vice president public relations must:*

- Attend district-sponsored club officer training.
- Meet with the outgoing executive committee and obtain files from the outgoing VPPR.
- Complete the Club Success Plan with the executive committee.
- With the executive committee, develop, finalize, and approve a budget.
- Ask 1-3 members to serve on the membership committee.
- Review the Toastmasters Product Guide or online store and order materials.

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- Obtain *When You Are the Vice President Public Relations* from the president and read it. (View a PDF of the manual at [www.toastmasters.org/WhenVPPR](http://www.toastmasters.org/WhenVPPR).)

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### **January**

- Attend district-sponsored club officer training if you didn't attend in December.
- Meet with the public relations committee to plan activities.
- Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- Prepare and distribute press releases about upcoming club activities.
- Prepare and distribute the club newsletter.
- Display posters and brochures at libraries, shopping areas, and community bulletin boards. Post a notice on Craigslist.com inviting the public to a meeting.
- Continue to regularly solicit articles for the club newsletter and Web site.
- Update the club Web site.
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- \_\_\_\_\_

### **February**

- Attend district-sponsored club officer training if you didn't attend in December or January.
- Meet with the public relations committee to plan activities.
- Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- Prepare and distribute press releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Continue regularly soliciting articles for the club newsletter and Web site.
- Update the club Web site.
- \_\_\_\_\_
- \_\_\_\_\_

### **March**

- Meet with the public relations committee to plan activities.
- Attend executive committee meetings and report on public relations activities/accomplishments/plans.

- Prepare and distribute news releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Continue regularly soliciting articles for the club newsletter and Web site.
- Publicize upcoming speech contests.
- Publicize the upcoming district conference.
- Update the club Web site.
- Continue your online presence with regular postings on local blogs and social networking sites.
- Ensure that the club's meeting location and time are listed correctly with World Headquarters.
- \_\_\_\_\_
- \_\_\_\_\_

### **April**

- Meet with the public relations committee to plan activities.
- Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- Prepare and distribute news releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Continue regularly soliciting articles for the club newsletter and Web site.
- Update the club Web site.
- \_\_\_\_\_
- \_\_\_\_\_

### **May**

- Meet with the public relations committee to plan activities.
- Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- Prepare and distribute news releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Continue regularly soliciting articles for the club newsletter and Web site.
- Update the club Web site.
- Prepare to give public relations files, including the club media kit, to the newly elected vice president public relations.
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- \_\_\_\_\_

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**June**

- Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- Continue regular production of the club newsletter.
- Prepare and distribute news releases about upcoming club activities.
- Update the club Web site.
- Meet with the incoming executive committee and give files to the newly elected vice president public relations. Help prepare the new vice president public relations for office.
- \_\_\_\_\_
- \_\_\_\_\_

## Web Resources

Branding	<a href="http://www.toastmasters.org/brandtm">www.toastmasters.org/brandtm</a>
Club Web Site	<a href="http://www.toastmasters.org/Free_Web_Site">www.toastmasters.org/Free_Web_Site</a>
Communication Track	<a href="http://www.toastmasters.org/CommTrack">www.toastmasters.org/CommTrack</a>
Conduct Club Business	<a href="http://www.toastmasters.org/ClubBusiness">www.toastmasters.org/ClubBusiness</a>
DCP Rules and Requirements (PDF)	<a href="http://www.toastmasters.org/DCPmanual">www.toastmasters.org/DCPmanual</a>
District Web Site List	<a href="http://www.toastmasters.org/Distwebsitelist">www.toastmasters.org/Distwebsitelist</a>
DVD Clips (from Welcome to Toastmasters)	<a href="http://www.toastmasters.org/dvdclips">www.toastmasters.org/dvdclips</a>
Educational Program	<a href="http://www.toastmasters.org/EducProgram">www.toastmasters.org/EducProgram</a>
Leadership Track	<a href="http://www.toastmasters.org/LeadTrack">www.toastmasters.org/LeadTrack</a>
Let the World Know	<a href="http://www.toastmasters.org/Let_World_Know">www.toastmasters.org/Let_World_Know</a>
Logos	<a href="http://www.toastmasters.org/logos">www.toastmasters.org/logos</a>
Meeting Roles Descriptions	<a href="http://www.toastmasters.org/meetingroles">www.toastmasters.org/meetingroles</a>
Order Form (PDF)	<a href="http://www.toastmasters.org/orderform">www.toastmasters.org/orderform</a>
Order Products Online	<a href="http://www.toastmasters.org/shop">www.toastmasters.org/shop</a>
Organization Chart (PDF)	<a href="http://www.toastmasters.org/OrgChart">www.toastmasters.org/OrgChart</a>
Policies and Procedures	<a href="http://www.toastmasters.org/policiesandprocedures">www.toastmasters.org/policiesandprocedures</a>
Promotional Materials	<a href="http://www.toastmasters.org//brochures">www.toastmasters.org//brochures</a>
Recognition Awards	<a href="http://www.toastmasters.org/Awards">www.toastmasters.org/Awards</a>
<i>Speechcraft</i> Description	<a href="http://www.toastmasters.org/Speechcraft">www.toastmasters.org/Speechcraft</a>
<i>Success/Communication</i> and <i>Success/Leadership</i>	<a href="http://www.toastmasters.org/SuccessPrograms">www.toastmasters.org/SuccessPrograms</a>
Virtual Brand Portal	<a href="http://www.toastmasters.org/VBP">www.toastmasters.org/VBP</a>
Web Page Use	<a href="http://www.toastmasters.org/Web_Use">www.toastmasters.org/Web_Use</a>
WHQ E-mails for Member Questions	<a href="http://www.toastmasters.org/departments">www.toastmasters.org/departments</a>



# Tools for Success

*Following are some materials you may want to order to ensure a successful term as vice president public relations:*

1205	<i>Product Guide</i>	1153	<i>Publicity Pack</i>
1140	<i>Let the World Know! – Publicity and Promotion Handbook</i>	1972A	Communication Achievement Award brochure
1150	Public Relations and Advertising Kit	1310L	Vice President Public Relations Essentials
1151	Radio Spot Announcements	1972B	Communication Achievement Award

***Order online at [www.toastmasters.org/shop](http://www.toastmasters.org/shop).***

*Miscellaneous pamphlets and news releases are available for free or at minimal cost from the Toastmasters Web site, [members.toastmasters.org/shop](http://members.toastmasters.org/shop). Click the "Marketing PR & Advertising" tab. Then, click "VIEW ALL Marketing PR" on the left.*

## Home Run Headlines: Tips for Grabbing the Media's Attention

In these busy times, news organizations are showered with press releases, and it becomes a sport just getting your message noticed. Your news release will strike out if you don't win the editor's attention right off the bat. What's the secret to attracting attention? Follow this game plan to help you reach your goal with the press:

- **Be honest.** A truthful headline is more likely to win. If you waste an editor's time with lies, she'll figure you don't know the real score.
- **Use the right equipment.** Avoid jargon; unless you're sending it to industry-related publications, editors won't find it readable, let alone useful. Using jargon in the wrong place is like trying to play Lacrosse with a baseball mitt.
- **Give them what they need, not what you want.** Unless you're famous, dropping your name in the headline will only make them drop the press release. You won't win with "Bob Snyder's Job-Hunting Tips," unless Bob's a business tycoon who's hiring. Avoid a fumble by naming something important to their readers, such as "The Key to Winning That Next Job."
- **Pitch helpful lists.** Editors love stories that list ideas in a simple format for their readers. So, the "Ten Tips for Talking" headline might score extra points with them.
- **Make team cuts.** Don't try to do too much with one news release or its headline. Take a look at your punctuation and the length of your headline. If it's long and has a lot of punctuation, you probably need to trim it down to one main idea.
- **Head toward the goal.** Use the active voice and present or future tense whenever possible. Editors like to know that you keep your eye on the ball and will help their readers overcome current challenges.
- **Start out sprinting.** Use a muscular verb to energize your headline. And let that verb rule the phrase by arriving early in the line-up.

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## **Toastmasters: because public speaking skills aren't debatable**

*Nonprofit organization helps speakers develop their talents so the words come out right*

**RANCHO SANTA MARGARITA, CALIF., Jan. 2010** – From a humble beginning in 1924 at the YMCA in Santa Ana, California, Toastmasters International has grown to become a world leader in helping people become more competent and comfortable in front of an audience.

“The ability to approach an audience in a friendly style is partly a gift of nature, and partly a cultivated art,” said Ralph C. Smedley, the founder of Toastmasters International. “It is worth cultivating if you want to be as effective as possible in your speech.” This theory still serves as the foundation of Toastmasters today. Since the first club was organized by Smedley, more than four million men and women have enjoyed the benefits of Toastmasters membership. How does it work?

- **Toastmasters clubs offer a “learn-by-doing” workshop** in which participants hone their speaking and leadership skills in a friendly atmosphere. A typical group has 20 to 40 members who meet weekly or biweekly to practice public speaking techniques. The average meeting lasts one hour and the membership is affordable: total annual fees are usually less than \$100.
- **Members learn communication skills** by following a series of 10 self-paced speaking assignments designed to instill a basic foundation in public speaking. Participants learn skills related to use of humor, gestures, eye contact, speech organization and overall delivery. When finished with these first speeches, members can choose from 15 advanced manuals to learn skills related to a specific interest.
- **Members can also learn leadership skills** by taking on various meeting roles and serving as officers in the club and district levels. In the Toastmasters learn-by-doing approach, members aren't lectured about leadership skills but given practical responsibilities and club leadership roles.
- **There is no instructor in a Toastmasters meeting.** Instead, members evaluate one another's oral presentations. This feedback process is a key part of the program's success. Meeting participants also give impromptu talks on assigned topics, conduct meetings, serve as offices in various leadership roles and learn rules related to timing, grammar and parliamentary procedure.

Thousands of corporations sponsor in-house Toastmasters clubs. Businesses and nonprofit organizations have discovered that Toastmasters is an effective, cost-efficient means of meeting their communication training needs. Toastmasters groups can also be found in governmental agencies, as well as in a variety of community organizations, prisons, universities, hospitals, military bases and churches. Locally, the general public is invited to see what Toastmasters has to offer by visiting \_\_\_\_\_ **club name** \_\_\_\_\_, which meets at \_\_\_\_\_ **meeting location** \_\_\_\_\_, on \_\_\_\_\_ **meeting day(s)** \_\_\_\_\_ at \_\_\_\_\_ **meeting time** \_\_\_\_\_.

### **About Toastmasters**

***Toastmasters International** is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. The organization currently has 260,000 members in 12,500 clubs in 113 countries. Since its founding 85 years ago in October 1924, the organization has helped more than four million men and women give presentations with poise and confidence. For information about local Toastmasters clubs, please visit [www.toastmasters.org](http://www.toastmasters.org).*

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## **Don't burn your toast**

*Tips from Toastmasters for the wedding party*

**RANCHO SANTA MARGARITA, CALIF., June 2010** – Timing may be everything, but wording isn't far behind. Consider one of the most famous toasts of all: Humphrey Bogart's says, "Here's looking at you, kid" to Ingrid Bergman in the legendary 1941 film Casablanca. Now trade "kid" for another endearment. No big deal? Maybe. But Bogie probably would have achieved another kind of immortality if he'd raised his glass to Bergman and said, "Here's looking at you . . . babycakes!" Likewise, if you're the Best Man, Maid of Honor or other wedding VIP, you should be aware of the trust that has been placed in you to say exactly the right thing.

A wedding toast should be "brief, personal and customized to the occasion," says Toastmasters International President Gary Schmidt. "Most of all, it should be heartfelt."

Speaking from the heart is the key to an appropriate toast. To make sure you put your best foot forward – and not in your mouth – \_\_\_\_\_ **(name of club)** \_\_\_\_\_ Toastmasters club, which meets at \_\_\_\_\_ **(location)** \_\_\_\_\_, on \_\_\_\_\_ **days** \_\_\_\_\_ at \_\_\_\_\_ **(time)** \_\_\_\_\_ offers the following tips:

- **Choose a topic that is personal** and appropriate.
- **Keep it short** – no more than a couple of minutes. "Essentially, the best advice in public speaking is to always be brief," says President Schmidt.
- **Practice.** Think about what you want to say, and practice the toast in advance. Use friends as sounding boards beforehand.
- **Stay sober** – being coherent helps.
- **Be careful with humor** – that personal story you consider harmless may not be seen the same way by others.
- **Dress your best.** If you look good, you'll feel more confident.

Remember, your friend or family member has chosen you to fulfill a special role on that special day. This is your chance to speak with love and make their day complete.

### **About Toastmasters**

*Since its founding in 1924, Toastmasters International has helped more than four million men and women develop their public speaking skills and become confident communicators at work, at home, and yes, even at parties. Headquartered in Southern California, the organization now has approximately 260,000 members and 12,500 clubs in 113 countries. For more information about Toastmasters International, please visit our Web site, [www.toastmasters.org](http://www.toastmasters.org).*

# Standards for Other Officers

It is important that you understand the standards of your fellow club officers. Following are brief descriptions of each.

**President.** The president serves as the club's chief executive officer, responsible for general supervision and operation of the club.

*Standards at the club meeting are:*

- Ensure the meeting starts and ends on time
- Make sure guests are warmly and enthusiastically welcomed and introduced
- Allow time before and after the meeting to speak with guests
- Read and/or display the club mission at every meeting
- Discuss the DCP and the club's progress and achievements in it
- Recognize member achievements in Toastmasters and in their personal lives
- Report on the Moments of Truth the club is achieving

*Standards outside of the club meeting are:*

- Attend district-sponsored club officer training
- Ensure club officers meet standards
- Analyze and evaluate the club's strong and weak areas with the executive committee
- Oversee a plan to achieve Distinguished Club Program (DCP) goals and ensure the club is a Distinguished Club
- Encourage communication and leadership development through promoting of CC, AC, CL, and AL awards
- Ensure the club has an ongoing membership-building campaign
- Attend and vote the club's proxy at district council meetings or authorize a club member to do so
- Attend the Annual Business Meeting at the International Convention and vote the club's proxy or send an authorized delegate or alternate
- Oversee administrative operation of the club in compliance with the Club Constitution and Bylaws
- Maintain relationships with the district and Toastmasters International World Headquarters

- Schedule and chair monthly executive committee meetings
- Arrange for a replacement if he or she is unable to attend a club or executive committee meeting
- Search for leaders, ensure all club offices are filled for the succeeding term, and conduct timely elections
- Prepare his/her successor for office

**Immediate Past President.** The immediate past president:

- Provides guidance and serves as a resource to club officers and members
- Chairs the nominating committee
- Assists in the preparation of the Club Success Plan
- Promotes the club's efforts to become a Distinguished Club

**Vice President Education.** The vice president education (VPE) is responsible for planning successful club meetings so that each member has the opportunity to achieve his or her educational goals. The VPE is the second-highest ranking club officer, presiding at club and executive committee meetings in the absence of the president.

*Standards at the club meeting are:*

- Assign each new member to be a Table Topics participant at the first meeting after joining, to a meeting role at the third meeting or earlier, and to give the Ice Breaker manual project at the fourth meeting or sooner
- Ensure a club member conducts *The Successful Club Series* presentations "Evaluate to Motivate," "Moments of Truth," "Mentoring," and "Finding New Members for Your Club" at least once per year
- Monitor club performance quarterly in cooperation with the club president
- Initial members' Project Completion Records and ensure eligible members fill out their award applications

- Greet guests warmly and enthusiastically
- Preside over meetings when president is absent

*Standards outside of the club meeting are:*

- Attend district-sponsored club officer training
- Plan club meetings, completing schedules and assignments at least three weeks in advance and confirming each schedule five to seven days before the meeting
- Promote participation in the educational program. Track all members' progress toward education awards (CC, CL, ACB, ACS, ACG, ALB, ALS, DTM)
- Orient new members to the Toastmasters program within two meetings after they join
- Assign every new member a mentor
- Attend club executive committee meetings
- Attend district council meetings and vote the club's proxy
- Vote at the Annual Business Meeting
- Arrange for a replacement if unable to attend a club meeting
- Prepare successor for office

**Vice President Membership.** The vice president membership (VPM) is the third-ranking club officer.

*Standards at the club meeting are:*

- Greet guests warmly and enthusiastically and have each complete a guest card
- Report on current membership, promote membership campaigns, and welcome new members
- Work with the president and VPE to ensure each new member is formally inducted at the first meeting after being voted in by the club
- Help guests wishing to join complete the Application for Membership
- Speak with fellow members to determine if their needs are being met.

*Standards outside of the club meeting are:*

- Attend district-sponsored club officer training
- Conduct an ongoing membership-building campaign
- Promote club and Toastmasters International membership-building programs and conduct a minimum of two formal club membership campaigns annually
- Follow up on and keep track of guests, new members joining, and members not attending meetings

- For all prospective members, explain the educational program, get their commitment to join, collect membership applications, bring applications to the club for voting and, if the members are accepted, collect dues and fees and give them to the treasurer with the applications
- Assist the VPPR with maintaining the club's Web site and newsletter
- Ensure club's meeting time and location are listed correctly on the club's Web site, promotional material, and with World Headquarters
- Attend club executive committee meetings
- Attend and vote at area council meetings
- Arrange for a replacement if he or she is unable to attend a club meeting
- Prepare successor for office.

**Secretary.** The secretary is the fifth-ranking club officer.

*Standards at a club meeting are:*

- Record and read meeting minutes
- Greet guests and members warmly and enthusiastically

*Standards outside of the club meeting are:*

- Attend district-sponsored club officer training
- Maintain an accurate membership roster and give it to the VPE to submit with dues
- Submit the club officer list online or mail it to World Headquarters
- Handle general club correspondence
- Keep club files, including the club charter, Constitution and Bylaws, minutes, resolutions, and correspondence
- Attend club executive committee meetings
- Arrange for a replacement if he or she is unable to attend a club meeting
- Prepare successor for office

**Treasurer.** The treasurer is the sixth-ranking club officer.

*Standards at the club meeting are:*

- Receive completed new member applications and dues
- Announce when dues are due and explain the dues structure
- Greet guests and members warmly and enthusiastically

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*Standards outside of the club meeting are:*

- Attend district-sponsored club officer training
- Prepare a budget to be approved by the executive committee and membership
- Provide the bank with a new signature card
- Prepare and send dues statements
- Collect and send dues to World Headquarters
- Work with the VPPR to contact members who have not paid dues
- Submit new member applications and dues to World Headquarters online within 48 hours
- Pay bills as due
- Keep records of all financial transactions
- Present quarterly verbal and written financial reports
- Submit club accounts for audit
- Attend club executive committee meetings
- Arrange for a replacement if he or she is unable to attend a meeting
- Prepare successor for office

**Sergeant at Arms.** The sergeant at arms is the seventh-ranking club officer.

*Standards at a club meeting are:*

- Arrange the room 10 minutes before the meeting begins
- Ensure the lectern is in place, evaluation forms and ballots are distributed, and the club banner, awards, Product Guide, progress charts, and educational materials are displayed
- Arrange place cards and make name badges available
- Greet guests and members warmly and enthusiastically and arrange for guests to sit with members
- Meet the area governor and other visiting officers and escort them to the club president
- Arrange for food service at meal meetings
- Ensure the meeting starts on time
- Collect ballots and tally votes for awards

*Standards outside of the club are:*

- Attend district-sponsored club officer training
- Schedule meeting locations
- Maintain club equipment and keep an adequate number of supplies
- Attend club executive committee meetings
- Arrange for a replacement and for assistance if necessary
- Prepare successor for office

# Leadership Evaluation Guide

All Toastmasters know that feedback is essential to learning. This is true for leadership roles as well as for presenting speeches. Before you leave office, make copies of this evaluation guide, distribute it to club members, and ask them to evaluate your performance as vice president public relations. You can use the information to improve your performance in your next leadership role and to help you prepare your successor for office.

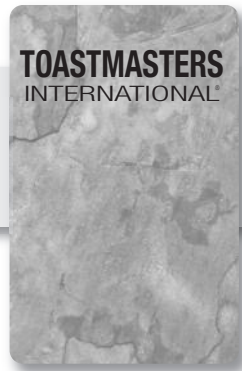
**Note to the Evaluator:** Each club officer must meet performance standards. These standards guide officers in understanding their roles while helping members identify the performance they should expect from club officers. Please answer the questions below pertaining to the vice president public relations' standards and offer comments or specific recommendations where warranted.

- What new information or practices did the VPPR learn at club officer training and other district events that he or she shared with the club?
  
  
  
  
  
  
  
  
  
  
- Which of the VPPR's promotions of the club to the local media do you believe was most effective? Why?
  
  
  
  
  
  
  
  
  
  
- Did the VPPR produce and distribute a club newsletter and/or maintain a club Web site?
  
  
  
  
  
  
  
  
  
  
- How do you think the newsletter and/or Web site help achieve the club mission?
  
  
  
  
  
  
  
  
  
  
- Did the newsletter and/or Web site include specific tips for helping members achieve their goals?
  
  
  
  
  
  
  
  
  
  
- What was your favorite tip/article and why?



- 
- What was your least favorite tip/article and why?
  
  - Was the procedure for submitting contributions to the newsletter/Web site easy to understand and follow? Why or why not?
  
  - Were members' achievements promptly recognized in the newsletter and/or Web site?
  
  - Did the VPPR promote club membership campaigns and incorporate them into public relations efforts for the club? Describe the method you observed to be most effective and why do you believe it was successful?
  
  - How did the VPPR keep club members abreast of upcoming events and programs? Do you believe his/her methods were effective? Why or why not?
  
  - Did the VPPR warmly and enthusiastically welcome members and guests at every meeting?

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**TOASTMASTERS**  
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