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# 2023 Public Relations Manager Training

Create. Coordinate. Communicate.

# District Mission

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**We build new clubs and support all clubs in achieving excellence.**



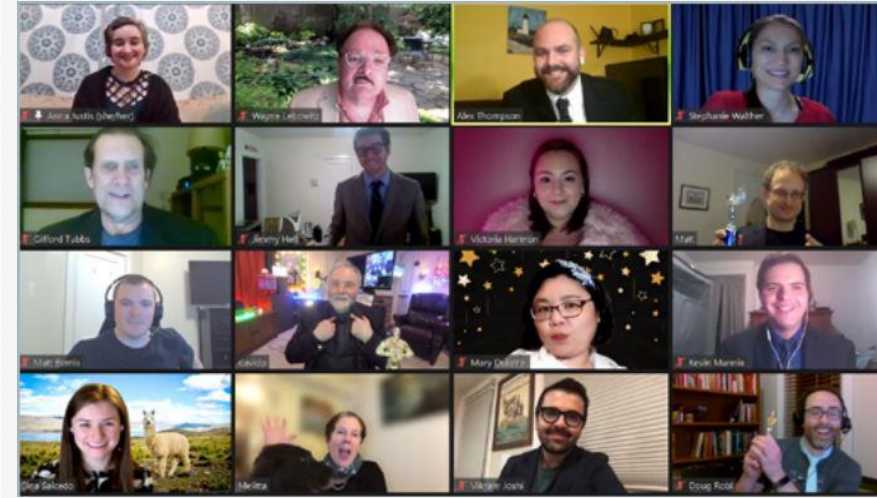
# Agenda

- **Objectives of the District**
- **Your responsibilities**
  - Brand stewardship
  - Public relations and publicity
  - Social media
  - Communication program and planning
  - Collaboration with the District leadership team

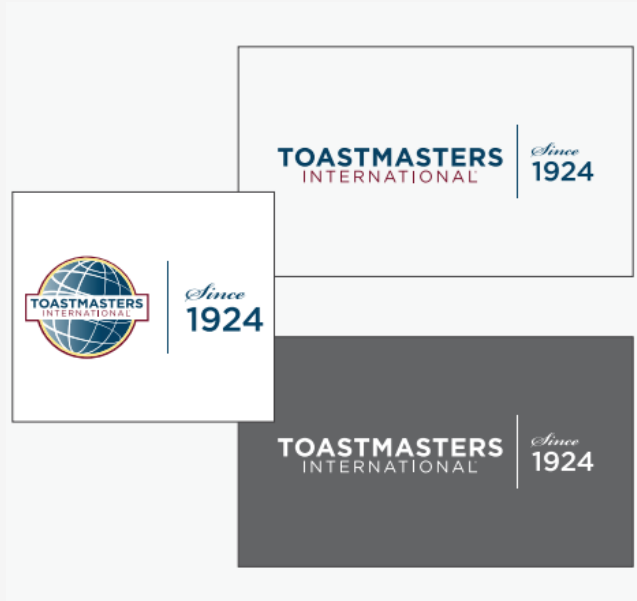
[www.toastmasters.org/dlh](http://www.toastmasters.org/dlh)



# The importance of the brand



# The Brand Manual



## Color Palette

### Primary Colors

The palette for Toastmasters is comprised of three primary colors: True Maroon, Loyal Blue, and Cool Gray. These colors can be used for backgrounds and to cover larger areas.

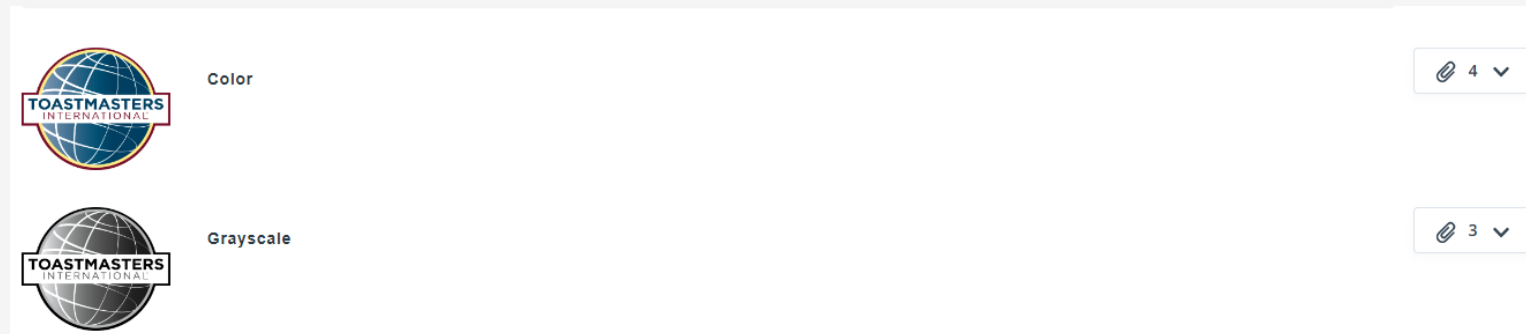
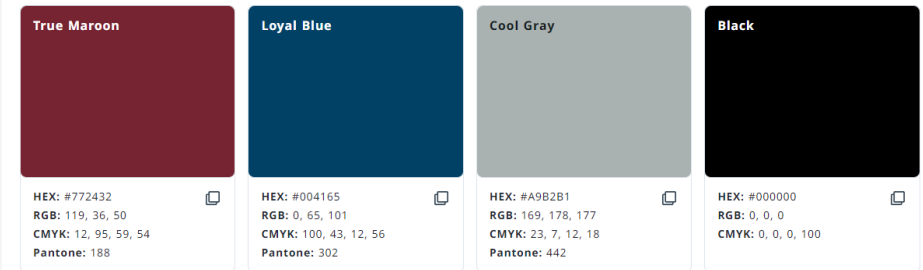
The palette also includes Happy Yellow, which is used as an accent color.

These colors were selected to embody our elements of leadership, dedication, and empowerment.

Black and white can also be used when designing materials for Toastmasters.

### Please Note:

To copy and use the color value for each brand color, please click on the double square icon present under the color swatch on the right side of the swatch.





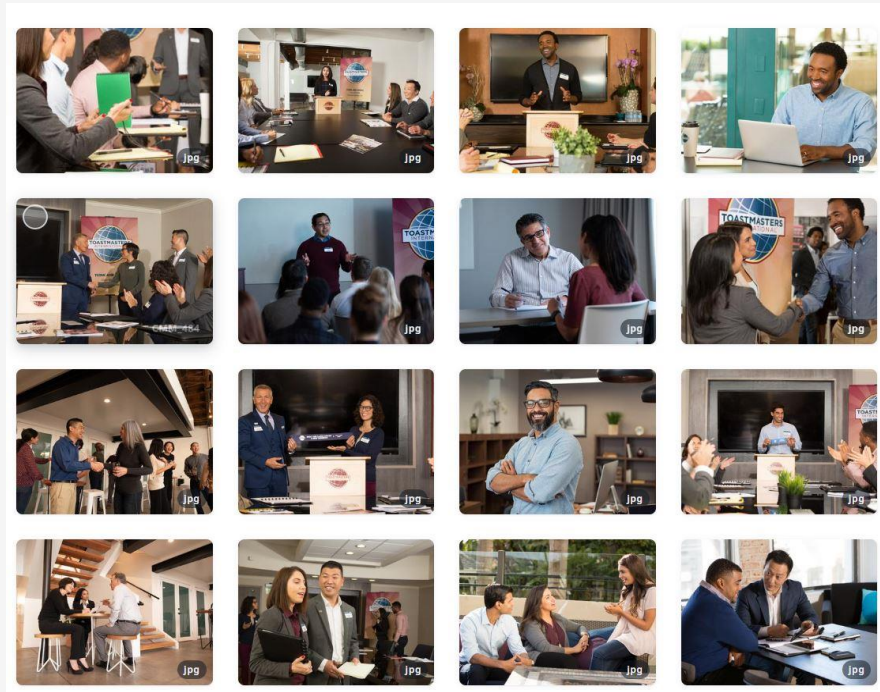
# Design tools

Click to insert photo

**Save the Date**

<<Event Name>>  
<<Date>>  
<<Location>>  
<<Time>>

TOASTMASTERS  
INTERNATIONAL



“

**Add a headline**

-Add a little bit of body text

”

TOASTMASTERS  
INTERNATIONAL

Add a subhead

# Brand goes beyond the logo

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# Branding for themed meetings





# Branding at World Headquarters

TOASTMASTERS  
INTERNATIONAL  
2023 CONVENTION

NASSAU, BAHAMAS/HYBRID | AUGUST 16-19

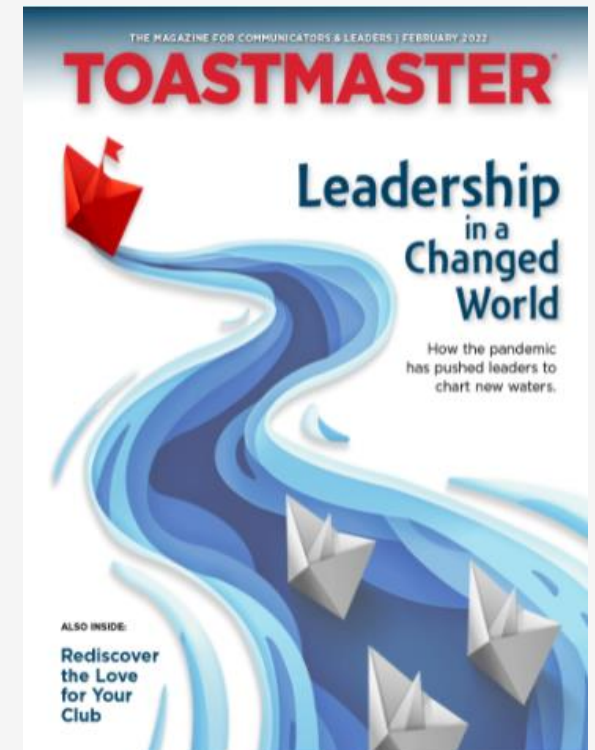
REGISTER NOW



## Celebrating Women in Leadership

Hear from inspirational leaders in honor of International Women's Day.

[Watch recording](#)



# Brand Resources

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- Brand Manual
- Brand Portal
- Resource Library
- Toastmasters Gallery
- Policy 4.0 and Protocol 4.0: Intellectual Property
- [brand@toastmasters.org](mailto:brand@toastmasters.org)

# Public Relations and Publicity

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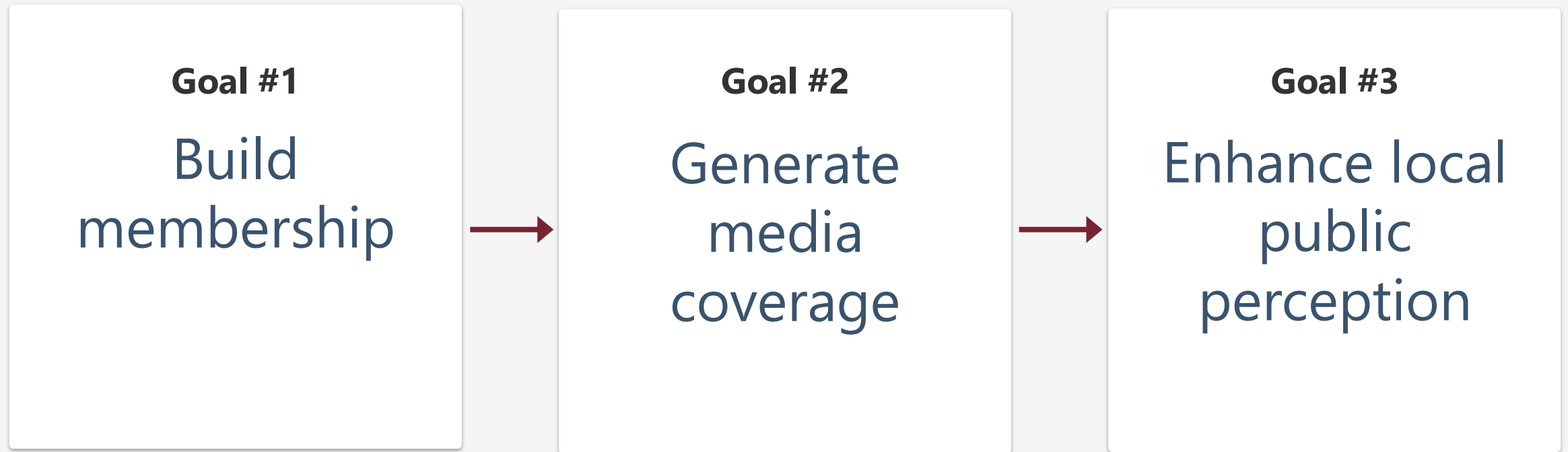
“Good public relations is the practice of creating, promoting, and maintaining a favorable image of an institution among its audiences through the use of a variety of communication channels and tools.”





# Public Relations and Publicity

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# Public Relations and Publicity

## Paid Advertising



VS.

## Free Publicity



# Building an Effective Public Relations Program

- **District and Club Activities**
  - Success stories
  - Guest speakers
  - District conferences
  - Speech contests & winners
  - Officer installations
  - Special programs
  - Visiting dignitaries





# Building an Effective Public Relations Program

- **Success stories and best practices**
  - Ashwin A.R. (D121 PRM)
    - Generating publicity for the District through effective media relations
  - Shane Cohen (D38 PRM)
    - Leveraging social media to highlight District events and news

# Building an Effective Public Relations Program

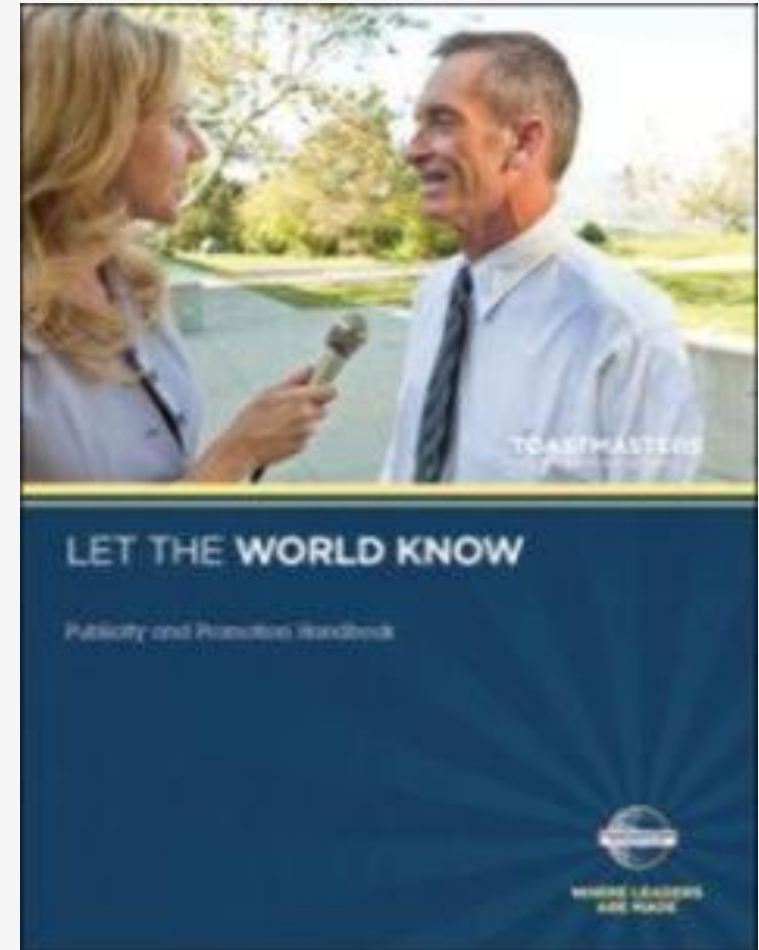
## • Your Role

- Coordinating with local media
- Contributing to website and newsletter content
- Serving as spokesperson
- Publicizing District news and activities



# Building an Effective Public Relations Program

- ***Let the World Know* manual**
  - Creating a PR plan and goal-setting
  - Identifying target audiences
  - Building tactics for promotions and publicity
  - Extensive appendix
  - Sample news releases





# Building an Effective Public Relations Program

[Home](#) / [Leadership Central](#) / [Public Relations](#)


## | PUBLIC RELATIONS

### What is Public Relations?

Public Relations is a strategic communication process that builds mutually beneficial relationships between organizations and their public.

### Public Relations Goals in Toastmasters

As the Public Relations Officer (PRO) or Vice President Public Relations (VPPR) your responsibility is to generate positive awareness of the Toastmasters brand for the purpose of attracting and retaining members. It requires keeping the public (external audience) and members (internal audience) informed about club or district activities through effective communication channels and media relations. Good public relations will build membership and gain public recognition.



## | HELPFUL RESOURCES

<h3>Let the World Know (PDF)</h3> <p>This handbook provides everything you need to know about conducting PR in Toastmasters.</p>	<h3>Connect With Us</h3> <p>Find social media options and ways to connect with members and non-members alike.</p>	<h3>Sample News Releases</h3> <p>Give your club or district the recognition it deserves by telling the local community about events, programs and achievements.</p>
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[www.toastmasters.org/Leadership-Central/Public-Relations](http://www.toastmasters.org/Leadership-Central/Public-Relations)

# Building an Effective Public Relations Program

- Time-tested communication tips

## VIDEO LIBRARY

All All Select a category Search by keyword



**Speechcraft Overview for Coordinators**

See what your Speechcrafters have access to on the Speechcraft Portal on Base Camp and how you, as the coordinator, can best provide support.



**PUBLIC SPEAKING**  
WEBINARS

**Public Speaking Series: Speak for Yourself**

Recognize all the ways public speaking applies to your daily life; get tips on life situations where a speech is required.



**PUBLIC SPEAKING**  
WEBINARS

**Public Speaking Series: Lose the Fear, Learn the Relevance**

Understand why public speaking is so scary, why it doesn't have to be, and how it's relevant in today's world.



**Toastmasters' First-Ever Virtual Convention**

Get excited with International President Deepak Menon as he details the free and special opportunity for everyone to take an online Toastmasters journey—and be transported everywhere!

<https://www.toastmasters.org/Resources/Video-Library>

# Building an Effective Public Relations Program

- **Defining your target audience**
  - Local media
  - Prospective members
  - Toastmasters members



# Building an Effective Public Relations Program

- **Working with the local media**

- What media does your target audience prefer?
- Who are those media representatives?
- How should they be approached?
- What messages will appeal to the media AND their audience?

[www.MondoTimes.com](http://www.MondoTimes.com)



# Building an Effective Public Relations Program

- **Digital Media Kit**

- Toastmasters fact sheet
- Toastmasters history
- Organizational bios
- Map with locations
- Feature, Benefits and Value sheet



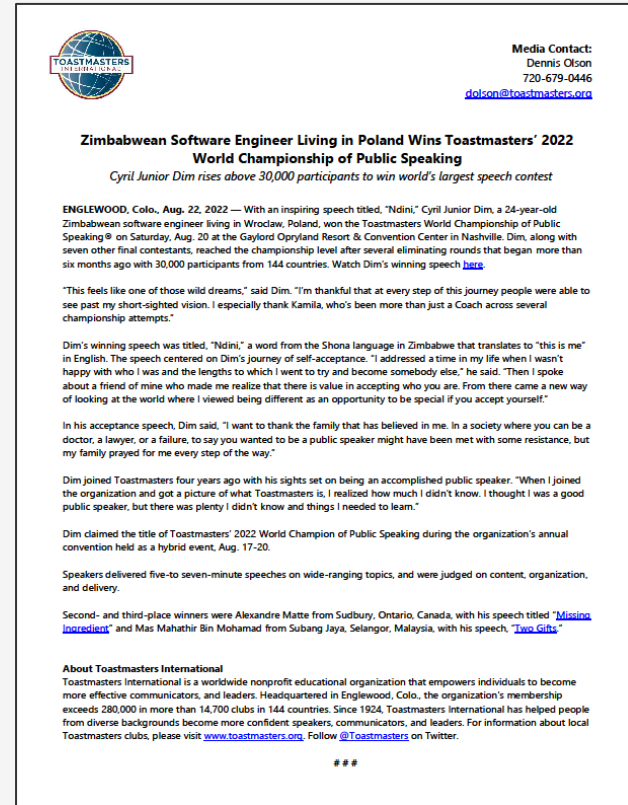
**FEATURES, BENEFITS AND VALUE**

Features	Benefits	Value to the Individual	Value to the Organization
• Self-paced program	• Flexibility	• Unlimited personal growth	• Employee goal achievement
• Speech writing and presenting	• Critical thinking • Effective presentation delivery	• Clear communication • Confidence	• Effective employee communication • Better leaders
• Weekly interactive meetings	• Ongoing experience • Overcoming fear	• Skill reinforcement	• Improved morale • Enhanced performance
• Table Topics™	• Thinking quickly	• Self-confidence	• Better customer communication
• Evaluations	• Active listening skills • Constructive feedback	• Increased self-awareness • Positive mentoring	• More productive teams
• Participation in meeting roles	• One-to-one of a group	• Improved leadership skills	• Effective meetings
• Opportunity to conduct meetings	• Time management skills • Self-confidence and goals	• Effectively lead meetings	• Increased productivity
• Small groups	• A supportive environment • A positive atmosphere	• Relationship-building	• Better teamwork • Improved retention
• Opportunity to fulfill officer roles	• Leadership development opportunities	• Leadership growth • Career advancement	• Better leaders
• Affordable dues	• Cost effectiveness	• Positive return on investment	• Positive return on investment

# Building an Effective Public Relations Program

- **Constructing a Press Release**


- Toastmasters letterhead
- Typed and formatted
- Contact information
- Toastmasters International boilerplate
- Pound symbol



# Building an Effective Public Relations Program

## • Constructing a Press Release

- Headline and subhead
- Dateline and lead
- Body
- Quote
- Bullets
- Call to action
- Error-free



Media Contact:  
Dennis Olson  
720-439-5050 ext. 323  
[dolson@toastmasters.org](mailto:dolson@toastmasters.org)

**Coral Springs executive named Toastmasters International President**  
Matt Kinsey becomes leader of global educational organization

ENGLEWOOD, Colo., Aug. 31, 2022 — Matt Kinsey, of Coral Springs, Florida, is the new International President of [Toastmasters International](https://www.toastmasters.org), the world's leading organization devoted to communication and leadership skills development. Kinsey assumed the one-year term at the organization's 2022 International Convention, held in Nashville, Aug. 17-20.

Kinsey is the managing director and Chief Information Security Officer of IT Fusion, LLC in Coral Springs, Florida, which was formed in 2021 as a result of a merger between MK Tech Group and three other local IT firms. Kinsey oversees operations and security for this IT consulting firm that services small and medium-sized businesses in the South Florida area.

Kinsey holds a master's degree in computer information systems from the University of Phoenix, Arizona. He has a certificate in strategic management and was recognized with the Silver Beaver and Vigil Honor awards for his work with the Boy Scouts of America. As a Boy Scout volunteer for more than 25 years, he has held numerous positions within the organization, including Scoutmaster, district chairman, event chairman, and the council's camping chairman.

A Toastmaster since 2003, Kinsey is a charter member of his home club, Outspoken Toastmasters, in Coral Springs. He has held a number of high-profile leadership positions within Toastmasters and has attained the Distinguished Toastmaster designation—the highest level of educational achievement in the organization.

"I have learned that to be most successful, you need to lead with your heart and not your head," he says. "There is no finer program than Toastmasters for helping people build their self-confidence, communication and leadership skills."

As International President, Kinsey is the highest ranked officer on the Toastmasters Board of Directors. He joins the following newly elected officers on the Toastmasters International 2022–2023 Executive Committee:

- Morag Mathieson of Moehrendorf, Germany — International President-Elect
- Radhi Spear of Piscataway, N.J. — First Vice President
- Aletta Rochat of Cape Town, Western Cape, South Africa — Second Vice President

For more information about Toastmasters, visit [www.toastmasters.org](https://www.toastmasters.org).

**About Toastmasters International**  
Toastmasters International is a worldwide nonprofit educational organization that empowers individuals to become more effective communicators and leaders. Headquartered in Englewood, Colo., the organization's membership exceeds 280,000 in more than 14,700 clubs in 144 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators and leaders. For information about local Toastmasters clubs, please visit [www.toastmasters.org](https://www.toastmasters.org). Follow [@Toastmasters](https://twitter.com/Toastmasters) on Twitter.

###

# Building an Effective Public Relations Program

- **Pitching story ideas to news media**

*What is a pitch?*

An invitation to reporters to cover a topic or a local event. A good pitch presents a compelling and clear case about a subject of interest to the reporters' readers or viewers.



# Building an Effective Public Relations Program

- **Elements of a basic pitch**

- Email subject line (short and catchy)
- Greeting/salutation
- 2 to 3 short paragraphs
  - Introduction
  - Uniqueness
  - Benefit to audience
  - Call to action/signature

# Sample Pitch

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**Subject line:** 28 Toastmasters advance in world's largest speech contest

Dear Steve,

Results of the world's largest speech contest are in: 28 semifinalists will compete for the Toastmasters World Champion of Public Speaking title!

A contestant from your area has advanced to the semifinals. Be the first to interview them. Follow the competition in August and find out whether they will advance to the World Championship of Public Speaking.

See the below news release or email me for more info. I'd be happy to arrange an interview with a contestant and a public speaking expert.

Signature/contact info

# Building an Effective Public Relations Program

## Approaching the media

Don't send  
attachments

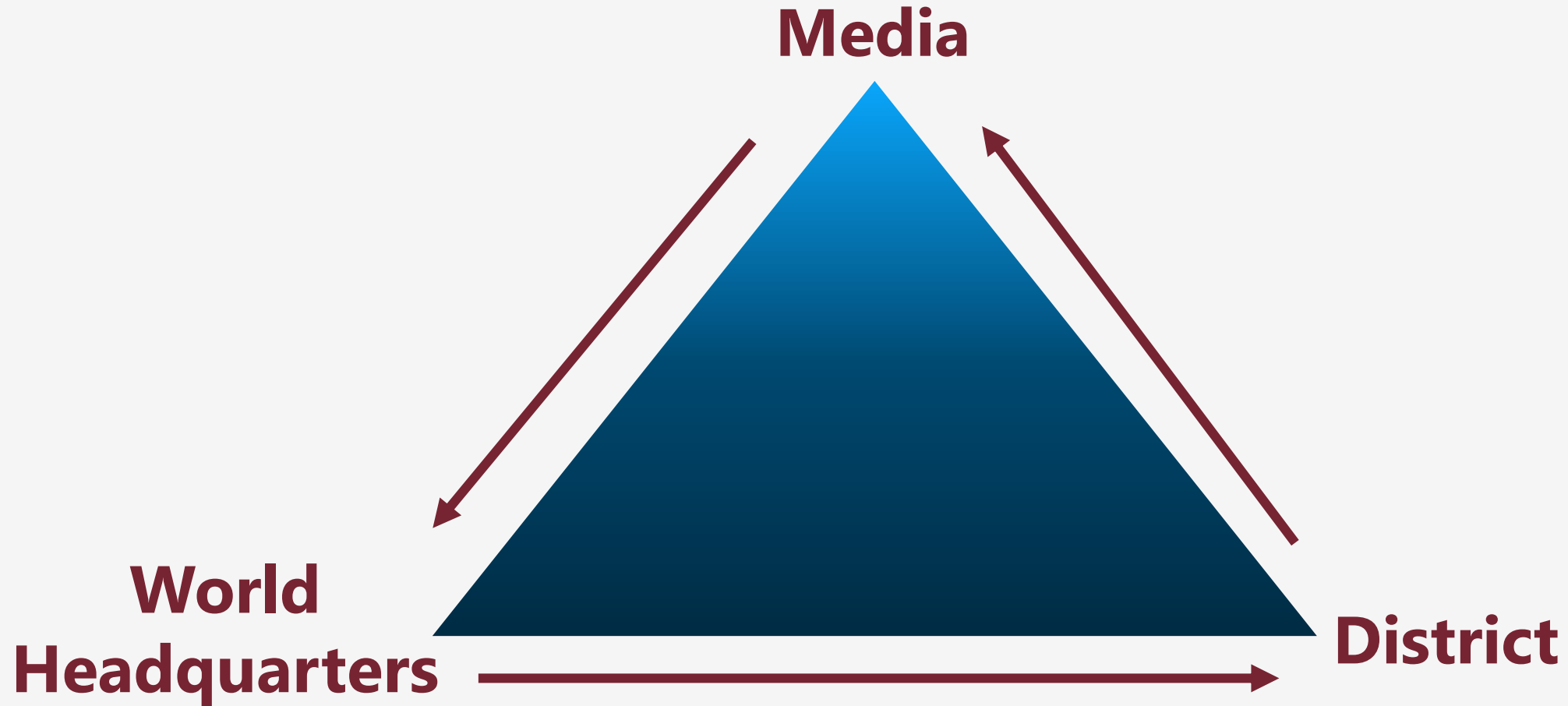


Follow up  
with a  
telephone  
call



Always keep  
the brand in  
mind

# Building an Effective Public Relations Program





# Toastmasters Social Media

- **Does your District have social media?**
  - Receive admin controls to the District's social media pages
  - Complete a business process for all the social media channels
  - Complete a quick audit of your social pages
  - Stay consistent and compliant with brand



# Social Media Channels

**Twitter**  
We are so excited for our #Toastmasters District event!

**Facebook**  
Like our #Toastmasters District Facebook page

**Instagram**  
Here's a photo of our #Toastmaster members at a District event

**YouTube**  
Watch the video of our Toastmasters District speech

**LinkedIn**  
I'm a Toastmaster PRM at District \_\_\_\_\_

**TOASTMASTERS INTERNATIONAL** Social Media Explained

# How to Engage with a Social Audience

- Ask questions
- Use captivating images
- Share videos
- Show followers an inside look at your District
- Be persistent
- Share timely content
- Get to know your audience

# Social Media Do's

- Prompt discussion for maximum engagement
- Answer questions and respond to feedback
- Share reels on Instagram and Facebook
- Provide helpful links
- Keep an eye on what is trending
- Shorten URLs
- Follow character limits
- Understand hashtags
- Proofread before posting





# Social Media Resources

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- <https://app.bitly.com/>
- <https://www.toastmasters.org/resources/brand-portal/design-elements>
- <https://www.toastmasters.org/resources/facebook-ad-guide>
- <https://www.toastmasters.org/resources/linkedin-ad-guide>
- <https://blog.hootsuite.com/channel/strategy/>
- <https://www.socialmediatoday.com/>
- <https://www.shopify.com/blog/instagram-hashtags>
- <http://best-hashtags.com/>

# District Communication Plan

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## What is it?

- Tool to enhance PRM role
- Originated from a Board of Directors committee
- Supports strategies in the District Success Plan



# District Communication Plan

- **Benefits?**

- Enhances role clarity
- Guides PRM team development
- Provides resources and tools
- Facilitates internal and external communications
- Template for events and examples

# District Communication Plan

A	B	C	D
<b>Role:</b>	<b>Name</b>	<b>Phone</b>	<b>Email</b>
PRM			
Webmaster			
Newsletter Editor			
Social Media Coordinator			
Public Relations			
Graphic Designer			
District Administration Manager			
Toastmasters International Branding		+1 (720) 439-5050	<a href="mailto:brand@toastmasters.org">brand@toastmasters.org</a>
<b>Available Communication Methods:</b>	<b>Location</b>	<b>Coordinator</b>	
District Website			
District Facebook Page			
District Facebook Members Group			
District Twitter Account			
District LinkedIn Group			
Bulk Email System (i.e. Constant Contact, etc.)			
Directed Email through Area Directors		District Administration Manager	
News Release			
<b>Audience:</b>			
All Members			
Club Officers			
District Council			
Division Council			
Area Council			
District Executive Committee			
External			

# District Communication Plan

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A	B	C	D	E	F	G	H	I	J	K	L
<b>Online Resources</b>	Link										
Let the World Know Handbook	<a href="https://www.toastmasters.org/~media/4961f7be4b244a12a39426d0c9193cd1.ashx">https://www.toastmasters.org/~media/4961f7be4b244a12a39426d0c9193cd1.ashx</a>										
Brand Manual	<a href="https://www.toastmasters.org/Resources/Resource-Library?t=brand%20manual">https://www.toastmasters.org/Resources/Resource-Library?t=brand%20manual</a>										
Public Relations Resources	<a href="https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations">https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations</a>										
Logo, Images, and Templates	<a href="https://www.toastmasters.org/resources/logos-images-and-templates">https://www.toastmasters.org/resources/logos-images-and-templates</a>										
Sample News Releases	<a href="https://www.toastmasters.org/leadership-central/club-officer-tools/club-officer-roles/public-relations/sample-news-releases">https://www.toastmasters.org/leadership-central/club-officer-tools/club-officer-roles/public-relations/sample-news-releases</a>										
Toastmasters Media Center	<a href="https://mediacenter.toastmasters.org/">https://mediacenter.toastmasters.org/</a>										

# District Communication Plan

A	B	C	D	E	F	G	H	I
Internal Communications								
Description	Audience	Communications Method	Date	% Complete	Owner	Approver	Approval Lead Time	Tasks
District Appointments	All Members	1. District Website 2. District Facebook Members Group 3. Email to All Members	7/1/2021	0%	DD	DD	2 days	1. Create email listing all appointed DEC positions 2. Send to PR team for distribution
District Calendar	All Members	1. District Website 2. District Facebook Members Group 3. Email to All Members	7/22/2021	0%	DD	DD	2 days	1. Finalize District Calendar 2. Send to PR team for distribution
Smedley Award	Club Officers	1. District Facebook Members Group 2. Email to Club Officers	7/29/2021	0%	CGD	DD	2 days	1. Create email promoting Smedley Award 2. Get DD approval 3. Send to PR team for distribution
Talk Up Toastmasters!	Club Officers	1. District Facebook Members Group 2. Email to Club Officers	1/25/2022	0%	CGD	DD	2 days	1. Create email promoting Smedley Award 2. Get DD approval 3. Send to PR team for distribution
Beat the Clock	Club Officers	1. District Facebook Members Group 2. Email to Club Officers	4/25/2022	0%	CGD	DD	2 days	1. Create email promoting Smedley Award 2. Get DD approval 3. Send to PR team for distribution
District Newsletter	All Members	1. District Website 2. District Facebook Members Group 3. Email to All Members	determine schedule	0%	Newsletter Editor	DD	2 days	1. Collect Articles from Members and District Officers 2. Compile into Newsletter 3. Send to DD for Review 4. Send to PR team for distribution
Member Spotlight	All Members	1. District Facebook Members Group	monthly	0%	PRM	DD	2 days	1. Determine member for spotlight 2. Get photos 3. Interview member 4. Write spotlight article 5. Send to member for review 6. Send to DD for approval 7. Send to PR team for distribution
			2 weeks' prior (per					



# District Communication Plan

A	B	C	D	E	F	G	H	I
<b>Virtual District Council Meeting</b>	<b>Date</b>		<b>Time</b>			<b>Online URL:</b>		
<b>Description</b>	<b>Audience</b>	<b>Communications Method</b>	<b>Date</b>	<b>(% Complete)</b>	<b>Owner</b>	<b>Approver</b>	<b>Approval Lead Time</b>	<b>Tasks</b>
Announce District Council Meeting	District Council Members	1. Bulk Email 2. Directed Email via Area Directors 3. District Facebook Members Group 4. District Website	30 days' prior (per Protocol 7.1.5 - District Council Meetings)	0%	Admin Manager	DD	2 Days	1. Determine Council Date 2. Setup Virtual Council Meeting obtain URL 3. Determine Voting Method 4. Create Communication 5. Send to PR team for Distribution
Distribute agenda and all items requiring a vote	District Council Members	1. Bulk Email 2. Directed Email via Area Directors 3. District Facebook Members Group 4. District Website	14 days' prior (per Protocol 7.1.5 - District Council Meetings)	0%	Admin Manager	DD	2 Days	1. Complete agenda 2. Create PDF of DEC Approved Budget 3. Create PDF of District Appointments 4. Create PDF of any other items requiring a vote 5. Get copy of Audit Committee Report 6. Create communication, including instructions on how to vote after meeting 7. Approval of DD 8. Send to PR team for Distribution
<b>Annual Business Meeting</b>	<b>Date</b>		<b>Time</b>			<b>Location</b>		
<b>Description</b>	<b>Audience</b>	<b>Communications Method</b>	<b>Date</b>	<b>(% Complete)</b>	<b>Owner</b>	<b>Approver</b>	<b>Approval Lead Time</b>	<b>Tasks</b>
Announce Annual Business Meeting	District Council Members	1. Bulk Email 2. Directed Email via Area Directors 3. District Facebook Members Group 4. District Website	30 days' prior (per Protocol 7.1.5 - District Council Meetings)	0%	Admin Manager	DD	2 Days	1. Determine Council Date 2. Determine Voting Method 3. Create Communication 4. Send to PR team for Distribution
								1. Complete agenda

# **District Leadership**

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- **Responsibilities**

- Coordinate with news media
- Serve as spokesperson
- Publicize district news and activities

- **May contribute to**

- Outreach and retention
- Marketing projects
- District recognition activities
- Club Coach program
- Recruitment, training and supervision

# District Leadership

- **Collaboration with your team**
  - Club Growth Director
  - Program Quality Director
  - District Director
  - Region Advisor

# Create. Coordinate. Communicate.



PR inquiries: [pr@toastmasters.org](mailto:pr@toastmasters.org)

Brand inquiries: [brand@toastmasters.org](mailto:brand@toastmasters.org)

Social media inquiries: [socialmedia@toastmasters.org](mailto:socialmedia@toastmasters.org)