



WHERE LEADERS ARE MADE

District 3

VPPR NUTS & BOLTS

Lisa Raymond, DTM, DL5, VC4, MS2

Prince Leftridge, II; DTM

AGENDA

- Toastmasters Club Leadership Handbook
- Brand Manual
- Brand Portal
- Tell The World via local media
- District 3 resources
- Q&A



WHERE LEADERS ARE MADE

Toastmasters Resources

- Toastmasters Club Leadership Handbook



CLUB LEADERSHIP HANDBOOK

A Guide to Effective
Club Leadership



WHERE LEADERS
ARE MADE



WHERE LEADERS ARE MADE

Toastmasters Resources

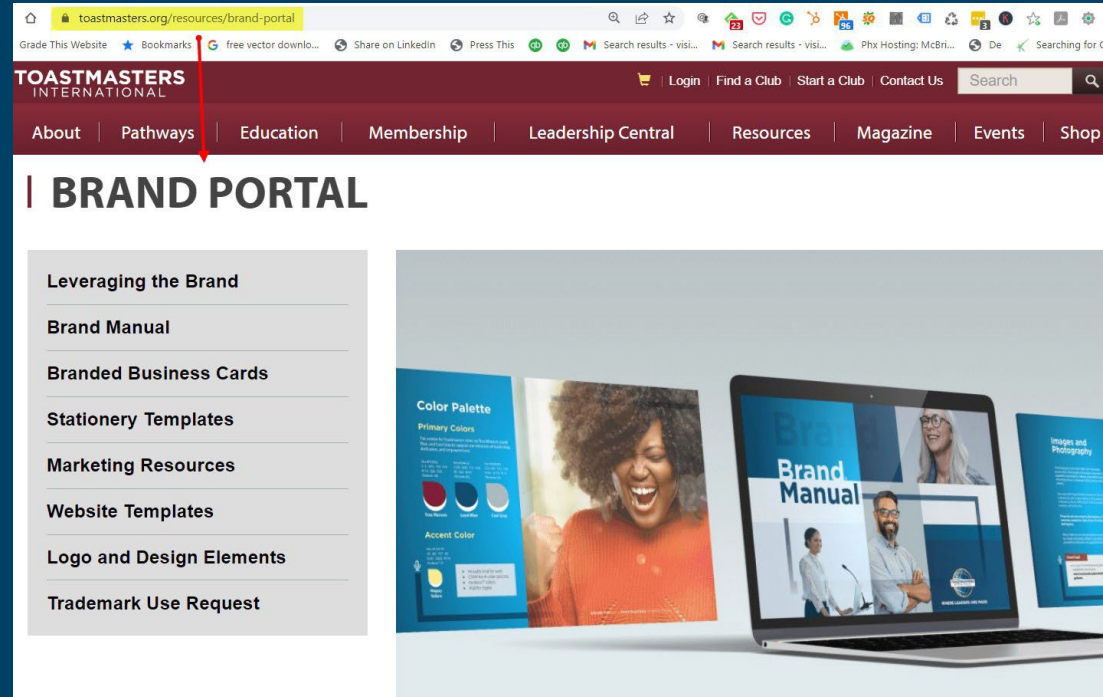
- Toastmasters Club Leadership Handbook
- Brand Manual



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Toastmasters Resources

- Toastmasters Club Leadership Handbook
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- Brand Portal



WHERE LEADERS ARE MADE

Tell The World!

- Local media (newspapers, radio, etc.)
 - <https://www.easymedialist.com/usa/state/arizona.html>
 - Google search by club address or zip code
- Find & Follow on social media



WHERE LEADERS ARE MADE

Tell The World!

- Write a news/press release
 - <https://www.toastmasters.org/resources/resource-library?t=news%20release>



WHERE LEADERS ARE MADE

Tell The World!

- Writing a news/press release
 - Address to the community beat editor
 - Who / What / Where / When / Why / How
 - Use ### at the end – end of message
 - COPY & PASTE INTO BODY OF EMAIL
 - Attach Toastmasters logo for media use
 - Include your contact info for follow-up



Tell The World!

- What makes news?
 - Regular club meeting
 - Club and Membership anniversary
 - New member
 - Education / Leadership awards
 - District appointments
 - Speechcraft sessions



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District 3 Resources

- AZToastmasters.org/events
- AZToastmasters.org/blog-request-form
- AZToastmasters.org/club-officer-roles/
- District 3 newsletter
- MeetUp: District-3-Toastmasters
- District 3 social media pages



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Additional Resources

- Canva.com
- EventBrite.com
- Adobe Creative Cloud Express
- Free fonts (e.g. dafont.com)
- Brands of the World
- Professional images (download fast – it won't last!)
<https://link.us-1.lytho.us/b/16402872552361cef4d9a-8102-46c0-8bcb-6aec8dfbf16e>
- Fliers (print and electronic)



Connect with Us

LinkedIn: <http://www.linkedin.com/in/lisajraymond/>

Instagram: @LisaRaymondAZ_VisiblyMedia

Twitter: @VisiblyMedia

Facebook: <https://www.facebook.com/VisiblyMedia>

Email:

lisaraymond.aztoastmasters@gmail.com

Prinzll@gmail.com

Text/Call: 602.423.2106 / 480-516-6486



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