TOASTMASTERS INTERNATIONAL

WHERE LEADERS ARE MADE

District 3

VPPR NUTS & BOLTS

Lisa Raymond, DTM, DL5, VC4, MS2

AGENDA

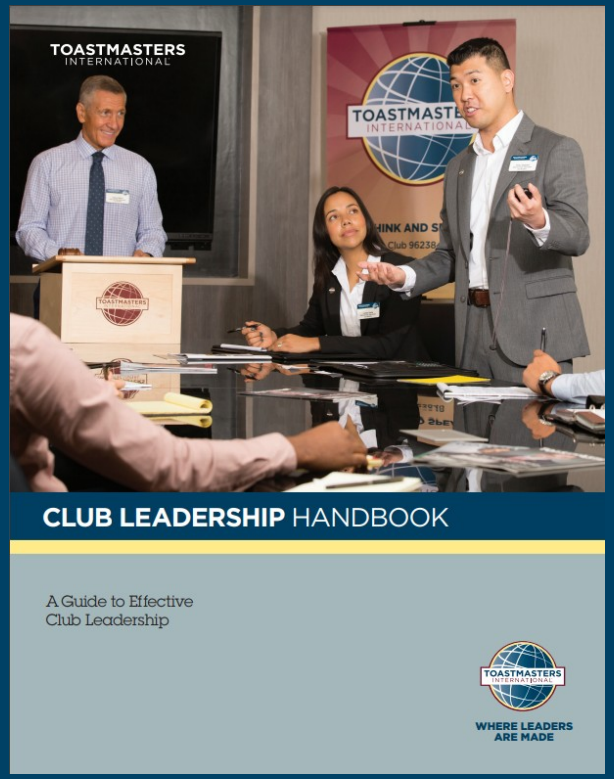
- Toastmasters Club Leadership Handbook
- Brand Manual
- Brand Portal
- Tell The World via local media
- District 3 resources
- Q&A

TOASTMASTERS INTERNATIONAL

WHERE LEADERS ARE MADE

Toastmasters Resources

- Toastmasters Club Leadership Handbook



TOASTMASTERS INTERNATIONAL
WHERE LEADERS ARE MADE

Toastmasters Resources

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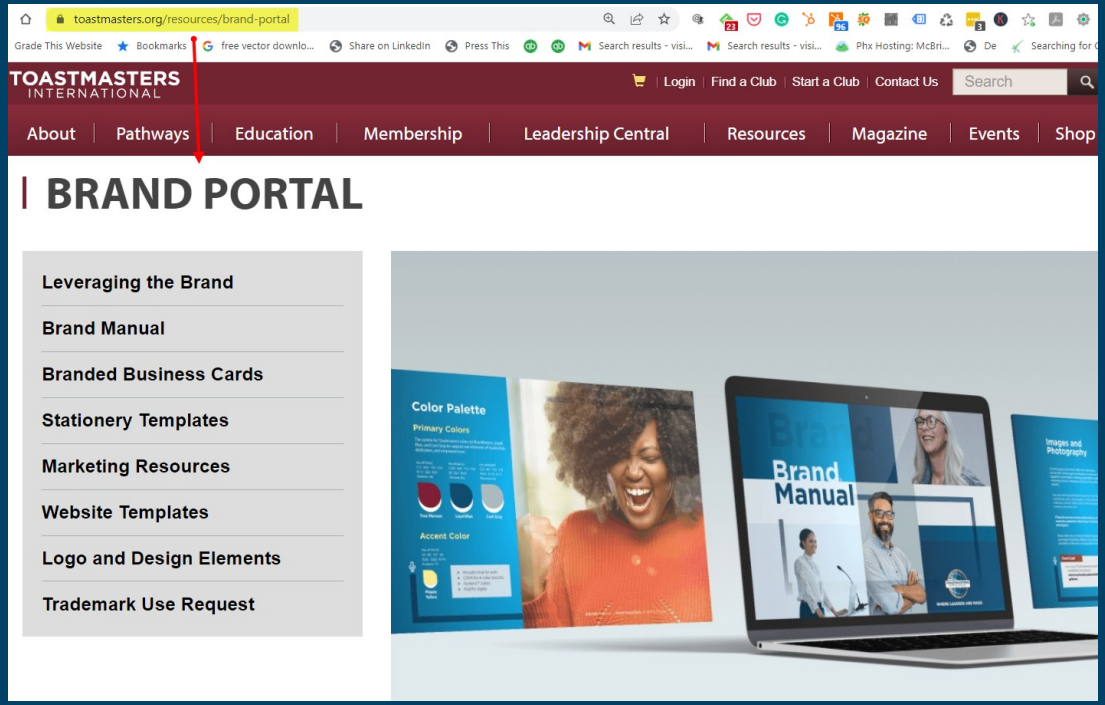

WHERE LEADERS ARE MADE

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

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Tell The World!

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

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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

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WHERE LEADERS ARE MADE

Tell The World!

- What makes news?
  - Regular club meeting
  - Club 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
- Professional images (download fast – it won't last!) https://link.us-1.lytho.us/b/1640287255236 1cef4d9a-8102-46c0-8bcb-6aec8dfbf16e
- Fliers (print and electronic)

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WHERE LEADERS ARE MADE

Connect with me

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