

District 26 | *Promotional Materials*

Promo Materials

I have put together this little pdf for you to assist and guide you on Social Media with some content, links and sites, that may help you to be the best VPPR or Social Media Guru for your club.

First off let me begin my sharing an E-Book I put together a long time ago to assist with Social Media. Use the Code below for 100% discount for Toastmasters D26

<https://gum.co/ttips>

PROMO CODE: toastmastersd26

Description

Steps for Success is a pdf of valuable links with information I have gathered along my way in the Website and Social Media World.

In a former life, for about 10 years I was a Web and Social Media Strategist. I loved doing it and learned a lot of valuable information along the way. As I left that life and went on to other things, those tools stayed with me and the knowledge that I gained not only helped me in MY business, but has allowed me to help others on their path to success as well. I have been featured in Forbes and SheKnows as well as many other [media](#), [tv](#) and [newspapers](#).

Promotion Emails (*please edit as needed to suit your audience*)

#1 - Subject: I Want More Confidence

<First Name>,

Doesn't it sometimes feel like you're taking all the steps and jumping through all the hoops, yet your inner confidence remains way out on the horizon - out of your reach?

You're not alone.

Many others would like to have Confidence too! Some just fake it better than others. Some are professionals at having it. You too can have it with Toastmasters.

Confidence. The ability to communicate, persuade and lead. The skill to tell one's story, shape better tomorrows and point others in the same direction. These are the attributes of leaders, and not all leaders are born with talent. They learn it, and so can you.

For nearly a century, Toastmasters International has been helping women and men of every background, education level and economic standing develop the competency they need to become effective communicators and inspired leaders. That tradition continues to this day, bolstered by a reaffirmation of purpose and a new aesthetic vibrancy. Our organization is growing like never before; Toastmasters International now comprises more than 13,000 clubs in 116 countries around the world, from Myanmar to Mexico, China to the Netherlands. Our new look and feel represents a realization of this truth and a tireless commitment to it going forward.

Don't wait another day - Join today and start your new path with style! Find a Club in your area right here!

<http://www.d26toastmasters.org>

Sincerely,
<Signature>

#2 - Subject: What Can Toastmasters Do For You?

<First Name>

Your potential is limited only by you.

Whether you work in a corporate environment or from home. Whether you are a student or retiree, Toastmasters is the most efficient, enjoyable and affordable way of gaining communication and leadership skills.

Become a Better Speaker

Toastmasters will give you the skills and confidence you need to effectively express yourself in any situation. By learning to formulate and convey your ideas, you open a new world of possibilities. You will be more persuasive and confident when giving presentations and you will improve your one-on-one dealings with others.

Become a Better Leader

Leadership is the art of persuading others to do what you wish. To succeed, you need to communicate, and you need to work as a team. In Toastmasters, you'll do both. And you'll find out how to vary your approach to suit the needs of different people, be they the audience for a speech, the committee for a fundraiser or your coworkers and managers.

It Really Works!

Don't worry! Everyone in a Toastmasters club was once new. The environment is friendly and supportive, and the self-paced program allows you to build confidence with each speaking assignment. And you'll love the applause!

Constructive evaluation is the heart of the Toastmasters program. Each time you give a speech, an evaluator will point out strengths and suggest improvements.

Whenever you stand up and speak, you receive encouraging, helpful feedback on how it went and how you can improve next time. This proven method will help you build your confidence and skills quickly and affordably!

Find a Club near you today! <http://www.d26toastmasters.org>

Sincerely,

<Signature>

Social Media Copy – Facebook

1. Confidence. The ability to communicate, persuade and lead. The skill to tell one’s story, shape better tomorrows and point others in the same direction. These are the attributes of leaders, and not all leaders are born with talent. They learn it, and so can you. <insert link>
2. For nearly a century, Toastmasters International has been helping women and men of every background, education level and economic standing develop the competency they need to become effective communicators and inspired leaders. That tradition continues to this day, bolstered by a reaffirmation of purpose and a new aesthetic vibrancy. Our organization is growing like never before; Toastmasters International now comprises more than 13,000 clubs in 116 countries around the world, from Myanmar to Mexico, China to the Netherlands. Our new look and feel represents a realization of this truth and a tireless commitment to it going forward. <insert link>
3. This is an exciting time in Toastmasters history; more than ever we are prepared to equip a new generation of success-oriented people with the practical communication and leadership skills necessary to improve their confidence and achieve their goals. Whether you’re a college student, stay-at-home mom, small business owner or CEO, we invite you to join Toastmasters International—where leaders are made. <insert link>
4. What Can Toastmasters Do For You? Your potential is limited only by you. Whether you work in a corporate environment or from home. Whether you are a student or retiree, Toastmasters is the most efficient, enjoyable and affordable way of gaining communication and leadership skills. <insert link>
5. Become a Better Speaker. Toastmasters will give you the skills and confidence you need to effectively express yourself in any situation. By learning to formulate and convey your ideas, you open a new world of possibilities. You will be more persuasive and confident when giving presentations and you will improve your one-on-one dealings with others. <insert link>
6. Become a Better Leader. Leadership is the art of persuading others to do what you wish. To succeed, you need to communicate, and you need to work as a team. In Toastmasters, you’ll do both. And you’ll find out how to vary your approach to suit the needs of different people, be they the audience for a speech, the committee for a fundraiser or your coworkers and managers.<insert link>

7. It Really Works!. Don't worry! Everyone in a Toastmasters club was once new. The environment is friendly and supportive, and the self-paced program allows you to build confidence with each speaking assignment. And you'll love the applause! Constructive evaluation is the heart of the Toastmasters program. Each time you give a speech, an evaluator will point out strengths and suggest improvements. Whenever you stand up and speak, you receive encouraging, helpful feedback on how it went and how you can improve next time. This proven method will help you build your confidence and skills quickly and affordably!<insert link>

8. Steps to Becoming a Toastmaster

Step 1: Visit a local Toastmasters club. You can find clubs near you by using the Meeting Locations tool.

Each group has a different personality – you may wish to visit more than one. Visits are free and you may return as often as you like.

It's easy to find a time and location that works for you. Meetings are held seven days a week, mornings, afternoons and evenings. It's a good idea to call or email in advance to confirm a group's meeting time and location.

Step 2:

At the meeting, ask the vice president membership for a membership application and fill it out.

Step 3:

Give your application and dues to the vice president membership at the club.

Once you are voted in by the existing membership, the club officer will send your application and fees to Toastmasters' World Headquarters.

Your New Member Kit should arrive in the mail in about two weeks (kits outside of the U.S. may take longer). It's as easy as that! <insert link>

Social Media Copy - Twitter

1. Learn the ability to communicate, persuade and lead! #Toastmasters <insert link>
2. The skill to tell one's story, shape better tomorrows and point others in the same direction. #Toastmasters <insert link>
3. What Can Toastmasters Do For You? Now is your time. What are you waiting for? #Toastmasters <insert link>
4. Become a Better Speaker. Find out how! #Toastmasters <insert link>
5. Become a Better Leader #Toastmasters <insert link>
6. Find out how to succeed, you need to communicate, and you need to work as a team. #Toastmasters <insert link>
7. In Toastmasters, you'll find out how to vary your approach to suit the needs of different people, be they the audience for a speech, the committee for a fundraiser or your coworkers and managers.. #Toastmasters <insert link>

Promotional Images

Promotional images are available here.

From Leadership Handbook

“Safeguard the Toastmasters Brand, Trademarks and Copyrights By maintaining the integrity of the Toastmasters brand, trademarks and copyrights, you ensure that a consistent message is communicated from club to club in all locations. This, in turn, increases understanding and global awareness of Toastmasters International. Your role is to safeguard the Toastmasters brand, trademarks and copyrights by ensuring that all Toastmasters materials used or created by your club comply with appropriate copyright and trademark laws as well as the guidelines contained in the Logos, Images and Templates section of the Toastmasters International website. You should also reference the Trademark Use Request and Policy and Protocol, Protocol 4.0: Intellectual Property, Section 1. Trademarks. Unauthorized use of the brand, trademarks or copyrighted materials is prohibited. All uses not described in Policy and Protocol, Protocol 4.0: Intellectual Property, Section 1. Trademarks must receive prior written authorization. Each request is viewed on a case-by-case basis and is subject to the approval of the Chief Executive Officer.”

Trademark and Copyright Resources Trademark Use Request

www.toastmasters.org/trademarkuse Governing documents

www.toastmasters.org/govdocs

Order promotional materials for distribution by members at www.toastmasters.org/marketing

Vice President Public Relations Resources

Let the World Know (Item 1140) www.toastmasters.org/1140

Media Center mediacenter.toastmasters.org

Public Relations www.toastmasters.org/publicrelations

All About Toastmasters (Item 124) www.toastmasters.org/124

Distinguished Club Program and Club Success Plan (Item 111) www.toastmasters.org/111 Logos

Images and Templates www.toastmasters.org/logos Marketing Resources
www.toastmasters.org/marketingresources