



### Planning

Planning your year out will eliminate a lot of “fire drills” or 11<sup>th</sup> hour work for you.

Setup a spreadsheet with the following info, month, theme, target audience. Tools you will find in this document:

- Editorial calendar, a draft is provided here to help you organize and plan your campaigns. This is a rolling calendar that you will update throughout the year. When completed you will see all that you have completed (great source for a year in review and knowledge transfer when you complete your term). If you are part of a corporate club and VP PR is part of your personal goals, you can use the calendar to showcase what you have accomplished.

Add what you know:

- open house,
- charter date, (you can find that on the TI website and use it as a birthday celebration)
- member anniversary's, create an add/photo, for 5, 10+ years.
- membership dues are due.
- Speak-a-thons or other club special events.
- District 26 events.

From those events break it down to the headline, sub head and content and your production time and back date it.

If your open house is planned for Feb 1. Have a communication go out 1x 2 a week each week leading up to the event.

1. Save the date Open House
2. What you will learn you attend- register now link
3. Key speaker ads- register now link
4. Interview members (they probably joined after attending and Open House) and write up about their journey- register now link
5. Membership Values- you could craft that to align to a community or corporate goal. - register now link
6. If a virtual event, have a 2-day, 1 day, 10 min before reminders.
7. After the event communications to the guests thanking them for attending. This is very important! This is a touch point most forget.



# Vice President Public Relations Handbook

## Sample Editorial Calendar January

Q1 Theme	headline	Content/Details	Key Messages	Target Persona	Offer/ Call to Action	Channel	Notes	Production dates	Approval Dates
Find your voice and make a difference Speech Contest	New year new you! Compete and cheer on your fellow toastmasters			People Managers	Send your emerging talent to {your club name}	Email Social media channels /Employee Services			
Navigating Pathways	Top 5 things to know for success		log in, update and learn	current members					

january						2022
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN	
27 December Click to add text	28 Save the date	29 Click to add text	30 Click to add text	31 Click to add text	1/2 January Click to add text	
3 Click to add text	4 Benefits #1	5 Click to add text	6 Click to add text	7 Click to add text	8/9 Click to add text	
10 Click to add text	11 Agenda Speakers	12 Click to add text	13 Click to add text	14 Click to add text	15/16 Click to add text	
17 Click to add text	18 Benefits #2	19 Click to add text	20 Click to add text	21 Click to add text	22/23 Click to add text	
24 Click to add text	25 Key note speakers	26 Click to add text	27 Click to add text	28 Register Now	29/30 Click to add text	
31 Click to add text	1 February Open House	2 Post Communications & Thank You	3 Click to add text	4 Click to add text	5/6 Click to add text	



## Vice President Public Relations Handbook

After your event, communications do not end. It's a journey. You will have the buildup, once they attend get the email address from the attendees, send out a post communication to everyone. Your President may send it out, but you can help tell the story. If you have a guest that had a great Table Topic answer, then mention it in their email. The more you personalize it, the more you resonate with the audience. Don't forget a thank you note to all the speakers and those who helped with the event.

Then follow up with the guests to invite them to a regular meeting. I've found people are interested after an open house, but it takes time to convert from a guest to a member, so you need to follow up with them a few times. Usually, an Open House agenda is different from a regular meeting so they may want to attend a few of them before committing. I suggest you create follow up content that your president or VPM can use. Create it advance so that you do not get that call at 4pm on a Friday to create by 5pm.

### Social Media Copy Examples

Note: Many social media channels have a way you can schedule posts by date and time. The benefit is you do not have to create and post every day or every week. Create a few at a time and schedule them to go out in advance, this is a huge time saver!

Social  
media  
copy

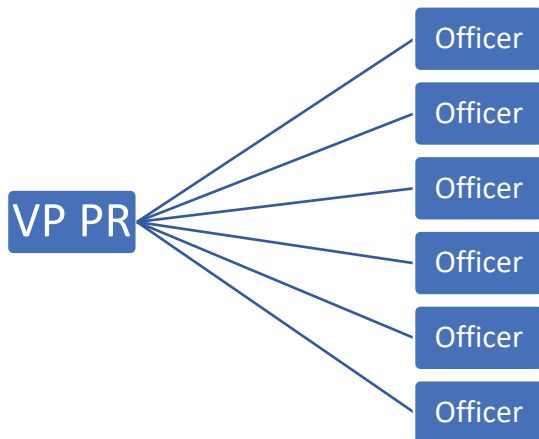
Theme	Headline	ad copy	Call to action	graphics
Member Experience	Lose the fear.	It doesn't have to be a nerve-racking experience. Deliver your next speech with the help of Toastmasters.	Find my club	D26 or toastmasters website
Member Experience	Confidence calls.	Find the power within you by building your leadership and communication skills at a nearby Toastmasters club.	Find my club	
Member Experience	Butterflies no more.	Your meeting nerves will be under control, thanks to Toastmasters.	Find my club	
Member Experience	You. In focus.	Advance your career and achieve personal growth by becoming a member of Toastmasters International.	Find my club	
Member Experience	Lose the "ahs" and "ums." Breathe.	Drop the filler words and gain control of your nerves. Your leadership skills await at Toastmasters International.	Find my club	
Member Experience	Smile. Deliver.	Your next presentation will captivate them, thanks to Toastmasters.	Find my club	
Member Experience	Step up. Snap them out of boredom. Breathe. Smile.	Your next presentation will captivate them, thanks to Toastmasters.	Find my club	
Member Experience	Inspire them.	Your next presentation will captivate them, thanks to Toastmasters.	Find my club	
Member Experience	Be Prepared to Lead	I have the training I need to be an influential communicator and leader, Thank you Toastmasters	Join today- find a club	



## Vice President Public Relations Handbook

Member Experience	Best investment in myself	Toastmasters provides the training I need to excel in my career.	
Member Experience	I'm a confident leader	The Pathways Education program gives me the projects I need to apply my communication and leadership skills, Thank you Toastmasters.	
Member Experience	I'm a confident presenter	Thanks to Toastmasters I can present online with confidence.	<a href="#">Find my club</a>
Member Experience	Excel in an interview	Pathways projects helped grow my leadership skills. In an interview, I'm confident to share examples how I solve problems.	<a href="#">Find my club</a>
Member Experience	I'm ready to mentor.	I've learned active listening and can provide effective feedback for growth.	<a href="#">Find my club</a>
Corporate Benefits	Develop high performing teams.	Toastmasters is a cost effective leadership and communication program that delivers. Budget now for 2022 and start a club today.	<a href="#">Find my club</a>
Corporate Benefits	Develop high performing teams.	Which one is right for your team? Persuasive Influence, Strategic Partnership, Presentation Mastery? With over 11 paths where do you want your team to lead?	

As you build the content, and you have created the graphics, get ready to publish. On social, have each team member to link, comment and share. If you have every member of your team share, it will build momentum. Tell your members when it will go out so they can share, quickly.





## Vice President Public Relations Handbook

Don't forget to bring in your membership so they can help spread the word. An Open House is a great L4 project. Bring in some members to help you promote the Open House.

### Membership Communications

Your VP of Membership is a great partner, you may be asked to help craft communications for a new member. Create some of these in advance; you can find sample templates on the TI site.

### Press Releases

Send out press releases often as only a small number ever make it to print. Be certain you have included correct contact information and don't be concerned with follow-up. The editor will call you if necessary. There are countless ways to get your club in the news. You are limited only by your imagination. Read [The Power of Publicity](#)

If you need Sample Press Releases they are listed [HERE](#) at Toastmasters International

### Resources

- Toastmasters <https://www.toastmasters.org/about/all-about-toastmasters>
- District 26 <https://www.d26toastmasters.org/public-relations/>
- District 26 has many social media accounts: Twitter, Instagram, LinkedIn and Facebook. The Facebook group <https://www.facebook.com/groups/d26toastmastersmembersgroup> is a great place to get news, events in between our monthly newsletters. If you have not joined, please do!
- Let the World Know Handbook <https://www.toastmasters.org/~media/4961f7be4b244a12a39426d0c9193cd1.ashx>
- Brand Manual <https://www.toastmasters.org/Resources/Resource-Library?t=brand%20manual>
- Public Relations Resources <https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations>
- Logo, Images, and Templates <https://www.toastmasters.org/resources/logos-images-and-templates>
- Sample News Releases <https://www.toastmasters.org/leadership-central/club-officer-tools/club-officer-roles/public-relations/sample-news-releases>
- Toastmasters Media Center <https://mediacenter.toastmasters.org/>

### Personal picks:

- Content Marketing Institute: <https://contentmarketinginstitute.com>
- App: Digital Marketing Tools Magazine, Check out your local app store



### Succession Planning

There will be a time to hand the responsibility over to someone else. As you conclude your term, it's up to you to setup a successful transfer of knowledge. This includes passwords to any sites, training, and any job aids. During your term, create your own job aids of best practices so that your transfer is smooth and complete. A few months before your term ends, start looking for your replacement, see if anyone is interested and have them shadow you. This is also a great mentor or coaching project.

Want to grow on a larger scale? Consider supporting District 26 by helping the Public Relations team or consider the PR Manager role! It's a great opportunity to support the PR efforts on a large scale. D26 has multiple social media channels and a vibrant website that could be more interactive. There is the opportunity to create and/or edit a monthly newsletter and work on the District's blog and podcast. Let's make it a fun experience by offering a newsletter contest. You can connect with all of the Region 4 VPPRs. Deciding to help means that you will be working with a team where all can learn from each other.

All good wishes as Vice President of PR for your club.

Feel free to contact your Program Quality Director, Ann Hill, for more support. Email: [pqd@d26leaders.org](mailto:pqd@d26leaders.org)