

T O A S T M A S T E R S I N T E R N A T I O N A L



**When You Are the**

# Vice President Public Relations

A Guide to  
Effective Club  
Leadership

**2008-2009**

T O A S T M A S T E R S I N T E R N A T I O N A L



# When You Are the Vice President Public Relations

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## A Guide to Effective Club Leadership

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## **The Mission of the Club**

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

## **The Mission of Toastmasters International**

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.



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Being a Toastmaster means more than simply making a commitment to self-development. Everyone who joins a Toastmasters club is making a commitment to the club, to its members and to the organization as a whole.

### **A Toastmaster's Promise**

As a member of Toastmasters International and my club, I promise...

- To attend club meetings regularly;
- To prepare all of my speech and leadership projects to the best of my ability, basing them on projects in the *Competent Communication*, *Advanced Communication* or *Competent Leadership* manuals;
- To prepare for and fulfill meeting assignments;
- To provide fellow members with helpful, constructive evaluations;
- To help the club maintain the positive, friendly environment necessary for all members to learn and grow;
- To serve my club as an officer when called upon to do so;
- To treat my fellow club members and our guests with respect and courtesy;
- To bring guests to club meetings so they can see the benefits Toastmasters membership offers;
- To adhere to the guidelines and rules for all Toastmasters educational and recognition programs;
- To maintain honest and highly ethical standards during the conduct of all Toastmasters activities.



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# You Are the Vice President Public Relations



As vice president public relations, you – with your public relations committee – are responsible for coordinating an active public relations and publicity program. Your job is vital to the growth and success of the club; your efforts help to attract new members. Not only do new members bring fresh personalities and ideas, they provide your club with a stronger base of leaders.

This office carries many responsibilities, yet it also has many rewards. During your term you will have the opportunity to develop and practice skills that you can use in all areas of your life. You will also learn leadership skills, such as how to set goals, plan, develop strategies, delegate, coach and recognize people for their efforts. These skills will be discussed later in this book.

You will serve as part of a team with the president, immediate past president, vice president education, vice president membership, secretary, treasurer and sergeant at arms. Brief explanations of their duties are listed in the appendix. All of you are responsible for making your club dynamic and enjoyable for all members and for seeing that the club is a Distinguished Club. You can accomplish this through regular, productive executive committee meetings and through careful goal setting, planning and monitoring of progress.

As you plan your term, activities and goals, remember that a Toastmasters club is a volunteer organization. Like any volunteer organization, its funds are limited. Members who volunteer for office may not be reimbursed for many of the expenses they incur while serving in that office, including, but not limited to expenses related to phone usage and mileage. Any expenditures for which you want reimbursement must be authorized

in advance by the club and supported by receipts or other documentation.

This manual contains all the basic information you need to administer an effective public relations program. In it you will find:

- A brief outline of the standards for the vice president public relations
- Detailed explanations of how to meet these standards
- Leadership techniques you can use to carry out these responsibilities
- An explanation of your role at a club meeting
- The tools and resources available to ensure a successful public relations program that meets the club's needs, and a calendar listing important dates.

This manual will be invaluable to you throughout your term of office. However, it should not be your only resource. Note the references throughout this book to other materials you'll want to have on hand. A complete list appears in the appendix, along with an order form. The Calendar/Checklist will be especially helpful to you. It lists by month the activities and events you should be addressing. The club-officer training programs conducted by your district, also are invaluable (see next page).

# Standards for Success



Each club officer must meet performance standards. Following is a brief outline of your standards as vice president public relations; the rest of this book explains how to fulfill these standards.

## Outside of the Club Meeting

1. Attend district-sponsored club-officer training
2. Promote the club to local media
3. Produce and distribute a club newsletter at least monthly, and/or maintain a club Web site
4. Promote membership programs
5. Attend club executive committee meetings
6. Attend other Toastmasters events
7. Arrange for a replacement if unable to attend a club meeting
8. Prepare your successor for office.

## At the Club Meeting

1. Announce upcoming events and programs
2. Ask for contributions to the newsletter or Web site
3. Greet members and guests.

## Club Officer Training

Every June, July and August, and every December, January and February, your district conducts club officer training. These programs include a review of each officer's responsibilities and tips for fulfilling them. The programs allow you to meet officers from other clubs and provide an opportunity to share ideas and keep up on current information. You should make every effort to attend. Contact your district lieutenant governor education and training for information about the next program.

## What is Public Relations?

What motivated you to attend your first Toastmasters meeting? Maybe you were invited by a friend, saw an ad on a bulletin board, or read about Toastmasters in a magazine or newspaper. Whatever the reason, it was public relations that got you there.

Good public relations is anything that produces a positive response and stimulates the reader or listener to do something, such as visit a club meeting, attend a Speechcraft program, or stop by the Toastmasters booth at the state fair.

## The "How To" of Public Relations

Most people join Toastmasters with a goal in mind – to gain confidence, improve communication skills, or develop leadership abilities. Similarly, there are goals involved when embarking on a public relations campaign:

- **Build membership.** A good public relations program will attract prospective members.
- **Increase benefits.** Those members actively involved in a public relations campaign will gain experience not just in public relations, but in writing, advertising, publicity, promotion and marketing.
- **Gain public recognition.** This benefits the club and the individual members. Members will find that public relations efforts can lead to outside speaking engagements.

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## Public Relations vs. Advertising

The best aspect of public relations is that it's free. Interviews with the local media, press releases in newspapers, and public service announcements or appearances on radio and television are the most effective forms of public contact. And they are all free.

Debbi Fields, the founder and owner of Mrs. Fields Cookies, says she never spent a penny on advertising. She built a multi-million dollar franchise by giving away cookies on street corners. Mrs. Fields did not need advertising. She used public relations.

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## Promote the Club to Local Media

Every activity of your club is a potential news story. Many are relatively routine and may receive only a brief mention. Others have greater news value with the opportunity for more extensive media coverage. Here are some examples:

- Announcements of regular meetings (calendar listings)
- Success stories about how club members have used their speaking or leadership skills to gain a job promotion or otherwise enhance their lives
- Election or installation of officers
- Important visitors or guest speakers
- Club Communication Achievement Award presentation to someone prominent in the community or company
- Major club and member awards such as Toastmaster of the Year, AC, AL, and DTM awards
- Speakers Bureau
- Club Anniversary
- Joint meetings
- Club demonstration meetings
- Club charter nights
- Speech contest – club, area, division, district and regional levels
- Special programs open to the public, such as Speechcraft, Youth Leadership, Success/Leadership and Success/Communication

Every club should have a copy of *Let the World Know*, the Toastmasters International publicity and promotion manual. In addition to helping you prepare a public rela-

tions program, this manual lists events that deserve media coverage.

## Working with the Media

Getting coverage in the media is an essential function of public relations. This process, known as "successful media placement," is more an art than a technique. In order to master the art, the following questions must be considered:

1. Who is the audience being targeted?  
You determine the target audience. Are you looking to kindle interest in corporate executives, doctors and nurses, single people, or just people in general? Do you want to attract men and women of a certain age group or educational background? What kind of response do you expect from each audience? Your reply to these questions will help you answer the following questions.
2. How should the media be approached?
3. What kind of message will be appealing to both the media and its audience?

As you can see, your target audience must be defined before approaching the media, because you will have to ensure that the message you want to deliver will be well received.

Create a media list based on your target audience. For instance, if you're targeting single people, contact a newspaper that offers a social-calendar section, or a radio station that broadcasts local community events. Likewise, if your local television affiliate shows a weekly business program and you want to target business professionals, contact the program director.

## Approaching the Media

Find out who the contact person is and the correct spelling of his/her name. The contact person at a newspaper, for instance, could be the features editor, city news editor, or publisher. At a radio or television station, your contact might be the program director (or program manager).

Whether you're submitting a taped Public Service Announcement or requesting an interview, be professional in your approach. Submit a succinct cover letter or e-mail promoting the event. Follow with a telephone

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call. Be sure to mention that Toastmasters is a non-profit educational organization, and that you are not soliciting donations.

Once you get approval to submit material, find out their submission requirements. Do they prefer a formal news release or just a fact sheet? Via e-mail or mail? What are the deadlines? Can they use photographs (print or digital) or slides?

### **Prepare Publicity Materials**

It's always useful to have a complete press kit available for the media. This kit should include:

- News releases concerning the event
- Fact sheet about Toastmasters and your club
- Audio and video public service announcements
- Toastmasters International promotional literature/magazine
- Biographical data on individuals mentioned in the release

The most important of all these materials is the news release, for that is what describes your reason for contacting the media.

Here are some ideas for creating a professional, effective news release (see sample news releases in the appendix):

- The release must be typed and double-spaced.
- Send printed originals or clean copies generated from a good copy machine.
- Include the name, title, and telephone number of the contact person (generally you) in the upper left corner of the release.
- Type the date in the upper right corner.
- Provide release instructions. Is the release to be printed immediately, or would you rather have it released on a specific date?
- Write a descriptive, brief headline.
- Write clearly and concisely. Lead with one or two sentences that will catch the readers' attention. Then make sure you include the who, what, where, when, why, and how.

Every release should include a statement identifying Toastmasters International as a worldwide, non-profit educational organization. This tells the readers that TI is

established and popular (worldwide), inexpensive to join (non-profit), and beneficial to the individual (educational).

Here are a few additional news release tips:

- Make sure you're targeting the right audience.
- Edit the release for typographical errors, mistakes in grammar or incorrect information.
- Remember that this is a *news* release – avoid technical terms, “fluff” words, and opinions.
- Try to tell a story of how Toastmasters has changed a member's life.

### **Appeal to the Media and the Audience**

Although your public relations efforts are geared toward a specific audience, your work will be fruitless if you cannot prove to the media that your message is worthwhile.

Just as in giving a speech, in public relations you really must know your audience. Think about why Toastmasters appeals to you, and tailor that to the audience. How you handle the situation is entirely up to you. There are, however, certain media rules to keep in mind:

- **Be helpful.** Give them whatever they want; be accessible if they need you.
- **Be beneficial.** Prove to them that your message will benefit their audience, which will in turn benefit them.
- **Be precise.** Get the names right, make sure the information and format are correct, adhere to deadlines.
- **Be professional.** The biggest turn-off to the media representative is an inconsistent, unprofessional public relations person. Don't lose out on the opportunity for publicity because you are unprepared or unreliable.

### **Some Dos and Don'ts**

- Watch your newspapers for articles about community organizations to better understand the kind of events covered and how they are written.
- Tune in television and radio news programs to learn how they handle non-profit organization publicity.
- Treat news contacts as busy professionals. Determine what they expect in a news release. Provide information about how Toastmasters training changes members' lives, even if you are simply announcing routine officer elections. But scale your news release to fit the importance of the event so you do not waste their time or yours.

- Create a “news alert” on a search engine like Google to get an idea of what types of articles are being written about Toastmasters in newspapers and other media.
- Accept the likelihood that you will “win some, lose some” and be grateful for those you win.
- Encourage all members of your club to come up with original ideas for club activities that are worth publicizing. If you have doubt about an idea you’re considering, check with your news contacts.

### Interviews and Talk Shows

An interview is essentially a question-and-answer session with one or more representatives of the media.

Radio and television talk shows always need interesting guests who can articulate their ideas well. Toastmasters are ideal for this! Be sure your media list includes all applicable talk shows in town and contact them regularly as well as when special events arise. Some Toastmasters have even parlayed a short interview into a regular appearance segment of a talk show.

If you initiate an interview, be sure that the interviewee is well prepared.

If a reporter initiates an interview, ask if he or she wants to explore any particular topics so that you can gather any necessary materials in advance.

### Interview Guidelines

- Take advantage of this opportunity to promote your club and fellow members.
- Know your facts (how long the club has been in existence, the number of Toastmasters clubs in the city, etc.).
- Answer questions directly and briefly. The reporter will ask for more information if he or she wants it.
- Use examples to illustrate your answers. Tell about actual Toastmasters situations to help make a point. Anecdotes provide valuable material for the reporter’s story.
- Be sure you understand the question. Ask for clarification if you need it.
- Say you don’t know, if you don’t. Make a note of the question and offer to get the answer. Let the reporter determine if he or she really needs the information.
- Avoid “off the record” comments. If you say it, they will print it.

- Talk about more personal experiences and involvements to support your replies and point of view.
- Stick with the facts. Avoid guesswork and unsupported opinions.
- Maintain your poise and sense of humor. Let the reporter see you as a real human being who enjoys life and enjoys being a Toastmaster.
- Refer to Toastmasters’ Web page ([www.toastmasters.org](http://www.toastmasters.org)) so viewers can find out more about the organization.

Toastmasters International’s Advanced Communication manuals, *Public Relations* (Item 226C) and *Communicating on Television* (Item 226J), have extensive information on media interviews and presentations.

### Produce a Club Newsletter and/or Web Site

Although it’s important to publicize your club throughout the community, your top priority is to keep your club members informed of club events. This is best accomplished through a club newsletter and/or Web site.

You can produce the club’s newsletter or Web site yourself or delegate the task. It’s your responsibility to forward any relevant information you receive from World Headquarters, such as *TIPS* (the online newsletter published by World Headquarters for club officers), to your club’s newsletter editor or Webmaster. He or she needs to be kept informed of upcoming events or deadlines so they can be mentioned in the club newsletter or on the Web site for the benefit of all club members.

If your newsletter or Web site contains contact information, you need to get written permission from the members for its use. The following disclaimer must be included in any publication (directory, newsletter or Web site) in which contact information appears: “*The information in this directory, newsletter or Web site is for the sole use of Toastmasters members for Toastmasters business only. It is not to be used for solicitation and distribution of non-Toastmasters materials or information.*”

The following information is directed to newsletter editors, but much applies to Web sites as well.

### Purpose: To Help Achieve the Club Mission

The club president serves as the newsletter publisher and is responsible for its content. The editor’s role is to sup-

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port the goals of your Toastmasters club by publishing articles that show in practical terms how to implement them in your club. In order to be successful, the editor needs to work closely with your club's executive officers – especially the vice president public relations and the vice president membership – and keep the editorial focus on the club's mission:

*"The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop and practice communication and leadership skills, which in turn foster self-confidence and personal growth."*

The club's executive committee should meet to establish policies regarding editorial content, submissions, and production schedules. Once the policies are formalized, they should be strictly adhered to.

### **Content: Build a Sense of Pride and Responsibility**

The newsletter's primary function is to educate, motivate and inform its readers. It sets the tone for the club's mission of providing a "mutually supportive and positive learning environment." Therefore, the newsletter should always include specific tips for helping members achieve their goals and become better speakers and leaders. In fact, if articles are not specifically directed and geared toward achieving the club mission, they probably should not be included in the newsletter.

### **Editorial Balance: Create a Recipe for Club Success**

A successful newsletter will include the following key ingredients for helping to achieve the club mission:

- **Membership Programs**

Emphasize the importance of the club maintaining its charter strength of 20 members. A 20-member minimum prevents members from becoming overburdened with meeting and club responsibilities. Work with the vice president membership to promote the club's membership programs. Promote your club throughout the community and reprint membership-building ideas from *The Toastmaster* magazine. Encourage members to invite their friends and co-workers to club meet-

ings, and explain the use of programs such as Speechcraft as a membership-building tool.

- **Educational Material**

Think about any problems your club may be having. Has there been a rash of "whitewash" evaluations lately? Are visitors not getting the treatment they deserve? Figure out a solution and write about it. Be positive. Don't mention any names. Make concrete suggestions. You can also generate articles on topics such as how to perform various jobs better, speech making tips from senior club members, explanations of club officer roles, requirements for educational awards, advice on leadership and mentoring techniques, explanations of rules of grammar and parliamentary procedure and brief reviews of the various Toastmasters programs. Basically, use any information that can help members meet their goals in terms of improving their communication and leadership skills. Be creative!

- **Recognition of Members' Achievements**

The newsletter should also welcome guests, introduce new members, feature short biographical sketches of members and officers, and acknowledge members' educational achievements. The newsletter is a tool for building a sense of pride and responsibility in being a member of a world-class organization. To accomplish this, articles need to recognize the efforts of outstanding individuals and try to stimulate others to follow their example. The newsletter can also encourage members to get involved in the various programs by sharing success stories and testimonials about personal growth through Toastmasters.

- **Administrative Information, Including Reports on the Club's Progress in the Distinguished Club Program**

A club newsletter should report on how the club is doing in terms of meeting the goals outlined in the program. The newsletter also should report club business, including meetings of the executive committee, and area and district activities. Of course, no newsletter is complete without member activities, such as outside speaking engagements, job changes, weddings, childbirths, etc.

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- **Schedule of Events**

Publish a brief summary of past meetings as well as information and deadlines for upcoming district and club programs and events, such as elections, semiannual dues, and contests. Encourage participation and attendance. Be sure to read TIPS in order to keep club members informed about the goals and programs of the organization.

Remember, your newsletter is not just a historical record and a meeting schedule. If it degenerates to that, it's failing to communicate. Never print an issue without ideas that relate to the mission of the club.

*Note:* Be sure to include the club's name, meeting time, location, contact telephone number, e-mail address and Web site address in each issue.

## **The Nuts and Bolts of Newsletters**

- **Frequency of Publication**

How often you publish your newsletter depends on several factors. How much time can you devote to the publication? How much help can you get from fellow club members? What are the publishing costs? Some club newsletters are published monthly, some bimonthly, and others quarterly. Your newsletter should follow a regular production schedule while still maintaining the high standards necessary to reflect the character of the club.

- **Attracting Readers**

Study newsletters published by other clubs to gather ideas that will capture the attention of your readers. Here are just a few techniques:

- Publish unique and interesting educational articles.
- Call attention to items you want to emphasize by placing them at the top of the page, giving them a large and/or clever headline, and shading or boxing them.
- Use a lot of names; people love seeing their name in print.
- Keep articles brief and write simply and clearly.
- Make sure the text is distinct and easy to read.
- Keep the layout and appearance consistent from issue to issue.

- Logically organize news items and articles, giving prominent placement to items you want to make sure the reader will see.

- **Design and Layout**

Design your newsletter to make it visually attractive. The following are a few simple rules for creating an eye-appealing newsletter.

- Incorporate graphics in and around the text. However, don't clutter a page with too many graphics or graphics that are unrelated to the text.
- Try to achieve page balance – where each page looks interesting and inviting to read.
- Leave white space between copy – a “gray” page full of text is visually unappetizing. Break up solid blocks of typed copy with boxes, borders, creative hand-lettering, and art work.
- If possible, print on colored paper; pastels work best.
- Use a masthead or permanent heading on your newsletter. The main feature of the masthead is the name of the newsletter. It might also include a club logo. In addition, the masthead should contain:

- 1) Club and district name and number
- 2) Area and state
- 3) Publication date
- 4) The editor's and club president's name, address, and telephone number (for last-minute schedule changes and as a contact for potential members). You may incorporate this in a separate box (a “staff box”) on the back cover or elsewhere.

- **Editing**

Carefully proofread your newsletter for typing errors or mistakes in grammar. Pay close attention to spelling and punctuation; use a dictionary and thesaurus. Replace long, multi-syllable words with short ones. Writing should be simple and easy to understand.

Before the newsletter goes to print or is e-mailed, it should be edited and proofread several times by different people.

- **Circulation**

Send your newsletter to anyone who might find it interesting and beneficial. In addition to club mem-

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bers, this includes guests, area and district officers, local newspapers, the local chamber of commerce, and community college speech and English departments.

- **Production**

How your publication is produced depends on your budget and the production facilities at your disposal. If someone in your club has access to printing or copying facilities or desktop publishing, newsletter production costs can be kept to a minimum. Otherwise, you may need to hire a printer to make quality copies of your newsletter.

Many clubs have found that using desktop publishing – a personal computer, word processing software, and a printer – is the most effective way. But no matter how you produce your newsletter, remember that the quality and mission-focus of your newsletter's *content* is your main goal.

### **Additional Benefits**

Your club newsletter can lay the foundation for your overall publicity efforts. For example, your newsletter story announcing a forthcoming speech contest may be used instead of a news release in promoting your club to the community.

Many clubs have also found that their newsletter is a useful tool in attracting prospective members to the Toastmasters program. Always print a few extra copies to hand out and to have available at meetings for guests.

### **Personal Development**

Probably the most frequently overlooked benefit of publishing a club newsletter is the opportunity for personal improvement in communication techniques.

Editing the club newsletter or writing some of the materials for it requires essentially the same kind of skills that club members seek to improve in communicating ideas. Although emphasis is on the written word rather than the spoken message, there is still the need for organized thought, entertaining and/or interesting style, good phraseology and grammar, and getting and holding the attention of the audience.

Many club members who have edited or contributed to their club's publications have experienced an overall improvement in their communication skills.

### **Creating a Web Site**

A professional-looking Web site is important for publicizing your club and attracting new members. Toastmasters International has a free Web-hosting service, **FreeToastHost.org**, that your club can use to create, maintain and host its own Web site. In addition to hosting your Web site, **FreeToastHost.org** provides templates you can choose from to design the site. No experience in Web site design is necessary. **FreeToastHost.org** provides step-by-step instructions for creating and customizing your club's Web site. Toastmasters International strongly recommends that you use **FreeToastHost.org** for your club's Web site.

### **Web Page Reminders**

Useful information to include on a Web page is:

- the club name, meeting time and location, and a contact telephone number
- the mission of the club
- the features and benefits of Toastmasters club membership
- Distinguished Club Program goals and progress
- membership-promotion ideas for the club's members
- a calendar listing information about club and district events
- a date identifying the timeliness of the information
- a link to the Toastmasters International Web site
- a link to the district Web site (if available).

Club Web sites should not contain material that is not relevant to achieving the mission of the club. Clubs may only place on their Web sites information about candidates for club, district or International office who are members of that club.

The Web page may also include an online version of the club's newsletter. It must carry the Toastmasters International trademark acknowledgement statement as published by World Headquarters. As the trademark owner, Toastmasters International reserves the right to determine how clubs use trademarks as part of domain names. While the vice president public relations or Webmaster designs and maintains the club Web page, the club president is the publisher and is responsible for its content.

Clubs may include on their Web pages the names, addresses, telephone numbers and e-mail addresses of club officers, the creator/maintainer of the page, club

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support personnel, and individual members after having received express written permission from each individual. Individual member information (such as member addresses, e-mail addresses or telephone numbers) may be placed on club Web sites only if placed in a password-protected area.

### **Company Publications**

Promoting Toastmasters within your company or organization opens another avenue for publicity opportunities. If your club is a corporate club, in-house publicity may be your best membership-building tool.

How can you get your club featured in your organization's publication? Just follow these steps:

1. Contact the editor and "sell" your idea for an article.
2. Invite top corporate management to your meeting.
3. Have pictures taken to enliven the article.
4. Mention names in the story. Employees will love the publicity and managers will be able to see who is participating.
- 5 Explain the benefits of membership, and include meeting time and place.

Members who belong to community clubs can also promote Toastmasters in their respective places of employment.

### **The Public Relations Committee**

Once you're elected to the position of vice president public relations, immediately enlist other members to serve on your public relations committee. These members can work with you to develop and implement your publicity programs. Assistance is vital; the tasks involved are too great for you to do alone.

Your committee members should be friendly and outgoing and have good writing skills. Public relations involves making good impressions, and these impressions begin with you, your committee members, and the materials you produce on behalf of the club.

### **Attend Executive Committee Meetings**

Regular executive committee meetings are vital to the success of the club. As a member of the executive committee, one of your responsibilities is to ensure the club is functioning well and is helping members in their self-development efforts. This is a good time to discuss with your fellow officers ideas for promoting your club and developing your newsletter or Web site.

### **Attend Other Toastmasters Events**

Since you will represent your club to the media and to the public, you should be familiar not only with your club, but with other Toastmasters activities held locally. These activities may include area, division and district speech contests and district conferences. Attending these events will give you a more well-rounded knowledge of the Toastmasters organization and the opportunities it offers and this will help you in your public relations efforts.

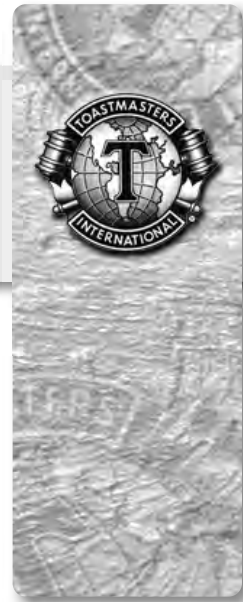
### **Arrange for a Replacement**

Occasionally you may be unable to attend a club meeting. On such occasions, you should arrange for someone – perhaps another club officer or a past vice president public relations – to carry out your duties.

### **Prepare Your Successor**

Once your successor is elected, help him/her prepare to assume leadership. Make sure the newly elected vice president public relations has a manual, review the standards for the office of vice president public relations and remind him or her to attend district-sponsored training programs. Discuss any unfinished business, turn over any files you may have, and offer advice or information the incoming officer may find helpful. Your assistance in making the transition as smooth as possible is important.

# The Distinguished Club Program/Club Success Plan



As vice president public relations, you have an active role in the club's plan to achieve Distinguished Club Program goals and ensure the club is a Distinguished Club. The purpose of your Toastmasters club is to provide the environment in which members learn speaking and leadership skills. The Distinguished Club Program/Club Success Plan helps your club accomplish its purpose by focusing on two areas:

- **Educational Awards.** The number of Toastmaster awards issued to your members determines your club's success in helping its members improve their communication and leadership skills.
- **Membership.** A club should have at least 20 members. Membership turnover is unavoidable. Your club should strive to bring in new members to combat this turnover, to provide a stronger leadership base, and to bring a flow of fresh, new ideas and personalities.

## How It Works

The Distinguished Club Program/Club Success Plan is an annual program, running from July 1 through June 30. The program booklet (Item 1111) is sent to club presidents each May with the club-officer manuals. The program consists of 10 goals your club should strive to achieve during this time, using the Club Success Plan as a guide. World Headquarters tracks the progress of your club and recognizes your club based on the number of goals achieved and the number of club members.

## Goals to Achieve

To be eligible for recognition, your club must meet a membership requirement. At year-end (June 30) it must have:

- at least 20 members *or*
- a net growth of at least five new members.

It also must achieve other goals:

1. Two CCs
2. Two more CCs
3. One ACB, ACS or ACG
4. One more ACB, ACS or ACG
5. One CL, ALB, ALS or DTM
6. One more CL, ALB, ALS or DTM
7. Four new members
8. Four more new members
9. Minimum of four club officers trained during each of two training periods
10. One dues-renewal report and one club-officer list submitted on time

## Recognition

Clubs that meet the membership requirement and also do the following are eligible for Toastmasters International recognition at year-end:

### RECOGNITION EARNED

Achieve five of 10 goals	Distinguished Club
Achieve seven of 10 goals	Select Distinguished Club
Achieve nine of 10 goals	President's Distinguished Club

If the club earns recognition as a Distinguished, Select Distinguished or President's Distinguished Club, World Headquarters will send the president an attractive ribbon for display on the club banner and a congratulatory

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letter. The ribbon and letter will be included with the year-end report. The club's officers will also be invited to attend the club leadership luncheon held during the International Convention in August, where they will be recognized for the club's achievement.

## Progress Reports

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Club presidents will receive progress reports in October, January and April. The report will show membership base, current membership and progress toward the 10 goals. Following the June 30 close date, and after all data received has been processed, club presidents will be sent a year-end report showing how the club did and any recognition it earned. Updates are posted weekly on the Toastmasters International Web site: [members.toastmasters.org](http://members.toastmasters.org).

## The Club Success Plan

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Think about what makes a business or organization successful. The answer is planning. Its leaders set goals and develop plans to achieve those goals. They establish strategies to use in their efforts and monitor progress as they employ these strategies, altering plans and strategies as necessary.

Your club can also succeed and earn recognition if it begins work immediately and implements the Club Success Plan. The plan has several features your club will find helpful. It:

- Helps your club determine how it's going to meet the 10 established goals,
- Allows it to establish additional goals,
- Outlines strategies for achieving the goals,
- Identifies resources your club may use, and
- Has space for you to write in assignments, develop a timetable and track accomplishments.

## Steps to Success

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To achieve Distinguished Club status your club's officers should do the following:

- Meet immediately after they are elected to study and use the Club Success Plan to set goals for their term of office.
- Form committees to help them accomplish goals.
- Periodically review the goals and timetables to ensure the plan is being followed according to schedule.
- Compare the club's accomplishments to those shown on the quarterly printed reports from World Headquarters or on the reports on the Toastmasters International Web site. If there are any discrepancies, the club should investigate.
- Note the club's accomplishments at year-end in the appropriate column and review the plan for accuracy, then give the entire plan and any comments or suggestions for improvement to incoming club officers. The plan serves as an administrative record of the club for the year and as a guide for officers in the coming year.

Twice each year the area governor will visit your club. During these visits he or she may ask to review your club's plan. Be prepared to discuss your club's progress. The area governor may be able to assist with any problems or give tips for achieving goals.

## Credit Toward the Advanced Leader Bronze Award

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The Advanced Leader Bronze award recognizes members for their leadership activities within the club. One of the requirements for this award is that the member serve as a club officer (club president, vice president education, vice president membership, vice president public relations, secretary, treasurer or sergeant at arms) and participate in the preparation of the Club Success Plan while serving as an officer. By preparing and completing the plan, you and your club's officers will be earning credit toward this award.

# Your Leadership Opportunity



As vice president public relations, you have many responsibilities – too many to carry out alone. Your public relations committee is your key to success.

As a leader, one of your responsibilities is to influence and inspire committee members (and other members of your club) and motivate them to achieve goals. Your position as vice president public relations is a terrific opportunity for you to develop and enhance your leadership skills while serving your club.

## Successful leaders:

**Set goals.** As vice president public relations, you want to get publicity for your club. You should write down at least one specific goal you want achieved – to have the club president appear on a local talk show, for example. This is a realistic and attainable goal. Write down goals in order of priority.

**Plan how to accomplish goals.** Once goals are established, leaders draw up a plan of action to accomplish the goals. They break a big goal into smaller, more immediate goals to accomplish. Then they develop strategies and timetables from which to work.

For example, if one of your goals is to have the club president appear on a local television show, you would need to begin with a smaller goal—to meet with the television show's producer to discuss the idea.

**Delegate.** Leaders are not afraid to release control and give responsibility to others.

**Monitor progress.** Leaders track progress toward goals and make alterations as necessary.

Coach team members when necessary. Coaching is essential to reinforce goals. Sometimes leaders are reluctant to coach because they feel uneasy when offering negative feedback. Coaching is important, however,

because it helps team members see their own strengths and weaknesses, and helps them build on their strengths and overcome their weaknesses. Leaders must constantly observe and give feedback.

The four steps to coaching are:

- Get agreement that a problem exists. You can't solve a problem until you and the team member agree there is a problem.
- Discuss solutions. You and the team member should outline possible solutions to the problem.
- Agree on actions to be taken. Explain what behavior is necessary to produce the desired result, and develop a timetable for carrying it out.
- Follow up. Check periodically to see that the member is acting according to the agreement.

For example, a club member has volunteered to maintain the club's Web site. However, the member has repeatedly been late in updating the site. Since the site contains a program schedule and assignments, as well as meeting dates and locations, the member's actions have caused some problems for the club. You should:

- Speak with the member privately. Explain how important it is to keep the Web site current.
- Discuss how the problem can be resolved. Offer to

- 
- find another volunteer to help if the member needs it.
- Get a commitment from the member to update the Web site once a week.
  - Monitor the site over the next few months to see if the problem has been resolved.

**Recognize achievement.** Leaders reward those team members who perform well. The reward need not be tangible – a “thank you” or a smile will often suffice, as will an announcement during a club meeting.

As you lead, remember these tips:

- A good leader cares about his/her work and team members.
- A good leader is enthusiastic.
- A good leader is dedicated.

By following these guidelines, you will enjoy a successful and rewarding term as vice president public relations.

## **Leadership Opportunities Beyond the Club**

Your club is only one place in which to develop and practice leadership skills. Toastmasters International has other leadership development opportunities. You can serve as an area governor or division governor in your district, helping clubs to function effectively. You can even become public relations officer, lieutenant governor marketing, lieutenant governor education and training, or district governor. Service in these district positions provides the opportunity to learn new skills and to work with a variety of people all concerned with achieving common goals. Eventually you could be elected to the Toastmasters International Board of Directors and maybe even to the presidency of our organization. The possibilities are endless!

# Vice President Public Relations Calendar/Checklist



The following calendar/checklist shows by month the activities and events you should be addressing. You may use the blank lines to add additional items.

## June

*Before taking office in July, you should:*

- Attend district-sponsored club-officer training program
- Meet with outgoing executive committee and obtain files from outgoing vice president public relations
- Ask 1-3 members to be on the public relations committee
- Meet with executive committee to complete Club Success Plan
- Work with executive committee to develop club budget
- Review *TI Catalog* and order public relations materials
- Solicit articles for next month's club newsletter or Web site
- Obtain vice president public relations manual from incoming president and read it
- \_\_\_\_\_
- \_\_\_\_\_

## July

- Attend district-sponsored club-officer training program if you didn't attend in June
- Meet with public relations committee to plan activities
- Create a media list
- Prepare publicity kit for the media
- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans

- Solicit articles for next month's club newsletter
- Update club Web site
- \_\_\_\_\_
- \_\_\_\_\_

## August

- Attend district-sponsored club-officer training program if you didn't attend in June or July
- Meet with public relations committee to plan activities
- Send publicity kits to local media and invite them to attend a meeting
- Prepare and distribute press releases about club activities
- Prepare and distribute club newsletter
- Display posters and brochures at libraries, shopping areas and community bulletin boards.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- \_\_\_\_\_
- \_\_\_\_\_

## September

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter

- Display posters and brochures at libraries, shopping areas or bulletin boards
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next club newsletter
- Publicize upcoming speech contests
- Publicize upcoming district conference
- Update club Web site
- \_\_\_\_\_
- \_\_\_\_\_

## October

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Display posters and brochures at libraries, shopping areas and community bulletin boards
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next club newsletter
- Update club web site
- \_\_\_\_\_
- \_\_\_\_\_

## November

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- If club elects semiannually, prepare to give files to incoming vice president public relations
- \_\_\_\_\_
- \_\_\_\_\_

## December

- Attend district-sponsored club-officer training program
- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- If club elects semiannually, give files and manual to incoming vice president public relations

*If the club elects semiannually, the incoming vice president public relations should:*

- Attend district-sponsored club-officer training program
- Ask 1-3 people to serve on the public relations committee
- Meet with incoming executive committee to develop club budget
- Read club vice president public relations manual
- \_\_\_\_\_
- \_\_\_\_\_

## January

- Attend district-sponsored club-officer training program if you didn't attend in December
- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Display posters and brochures at libraries, shopping areas or community bulletin boards
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next club newsletter
- Update club Web site
- Review TI Catalog and order public relations materials
- \_\_\_\_\_
- \_\_\_\_\_

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## February

- Attend district-sponsored club-officer training program if you didn't attend in December or January
- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- \_\_\_\_\_
- \_\_\_\_\_

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## March

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Display posters and brochures at libraries, shopping areas, etc.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next club newsletter
- Publicize upcoming speech contests
- Publicize upcoming district conference
- Update club Web site
- \_\_\_\_\_
- \_\_\_\_\_

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## April

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities

- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- \_\_\_\_\_
- \_\_\_\_\_

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## May

- Meet with the public relations committee to plan activities
- Prepare and distribute press releases about upcoming club activities
- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Solicit articles for next month's club newsletter
- Update club Web site
- Prepare to give public relations files to newly elected vice president public relations
- \_\_\_\_\_
- \_\_\_\_\_

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## June

- Prepare and distribute club newsletter
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Meet with incoming executive committee and give files to newly elected vice president public relations. Help prepare new vice president public relations for office
- Prepare and distribute press releases about upcoming club activities
- Update club Web site
- \_\_\_\_\_
- \_\_\_\_\_

# Toastmasters International World Headquarters



Toastmasters International's World Headquarters provides materials and assistance to clubs and districts around the world. Should you have questions or need help, use the information below to e-mail your questions to the appropriate department.

## Donna H. Groh, Executive Director

Diana Metcalfe, Executive Assistant . . . . . [dmetcalfe@toastmasters.org](mailto:dmetcalfe@toastmasters.org)

Board of Directors

Past international presidents and directors

Presidential citations

Trademarks/copyrights . . . . . [trademarks@toastmasters.org](mailto:trademarks@toastmasters.org)

## Operations and Administration Division

Nancy L. Langton, Director

### Administration Department

Cindy Mount, Executive Assistant . . . . . [cmount@toastmasters.org](mailto:cmount@toastmasters.org)

International officer and director candidates

Policy administration

Club, district and international bylaws . . . . . [clubbylaws@toastmasters.org](mailto:clubbylaws@toastmasters.org)

International convention . . . . . [conventionregistration@toastmasters.org](mailto:conventionregistration@toastmasters.org)

### Member Services Department

Darci Maenpa, Manager

Address changes . . . . . [addresschanges@toastmasters.org](mailto:addresschanges@toastmasters.org)

Club elections . . . . . [clubbylaws@toastmasters.org](mailto:clubbylaws@toastmasters.org)

Club coach program . . . . . [clubcoach@toastmasters.org](mailto:clubcoach@toastmasters.org)

Club meeting place and time . . . . . [clubofficers@toastmasters.org](mailto:clubofficers@toastmasters.org)

Officer lists/changes/questions

Regional/International proxies and voting . . . . . [duplicateproxies@toastmasters.org](mailto:duplicateproxies@toastmasters.org)

Education awards . . . . . [educationawards@toastmasters.org](mailto:educationawards@toastmasters.org)

Requirements

Applications

Password requests . . . . . [lostpassword@toastmasters.org](mailto:lostpassword@toastmasters.org)

New member applications . . . . . [membership@toastmasters.org](mailto:membership@toastmasters.org)

Distinguished Club Program

Membership building contests

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Membership awards  
Club operations/club meetings  
Youth Leadership  
Gavel clubs . . . . . newclubs@toastmasters.org  
New clubs/questions  
Sponsors/mentors  
Dues renewals . . . . . renewals@toastmasters.org  
Speech contests . . . . . speechcontests@toastmasters.org  
Orders/returns . . . . . supplyorders@toastmasters.org  
Duplicate club charter . . . . . supplyorders@toastmasters.org

**Finance Department**

**Jane McPherson, Controller/Manager**

Account balances/credits/statements . . . . . statements@toastmasters.org  
District finances . . . . . districtfinancialquestions@toastmasters.org  
District reserve/requisitions  
Certificates of insurance . . . . . financequestions@toastmasters.org  
Nonprofit status request (IRS form SS-4)  
Returned checks  
Wire transfers  
Ralph C. Smedley Memorial Fund . . . . . RalphCSmedleyMemorialFund@toastmasters.org

**Volunteer Support Services**

**Stephanie Demiris, Manager**

Kay Van Gunst, Administrative Assistant . . . . . kvangunst@toastmasters.org  
District bylaws and policies  
District elections  
District officer training  
District reporting requirement  
Regional conferences  
Area visits . . . . . districts@toastmasters.org  
Club officer training  
Distinguished district, division, area programs/reports  
District and club support  
District membership report questions  
District officer lists/changes/questions

**Communications and Marketing Division**

**Daniel Rex, Deputy Executive Director and Division Director**

**Marketing and Merchandising Department**

Beverly Wallace, Corporate Relations Coordinator . . . . . bwallace@toastmasters.org  
Corporate relations  
New club promotion  
Sheryl Delk, Merchandising Coordinator . . . . . sdelk@toastmasters.org  
Merchandising advertising and promotion  
Wendie DeOcampo, Marketing Specialist . . . . . wdeocampo@toastmasters.org  
Membership-building programs

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## Education Programming

Joe McCleskey, Manager ..... edprog@toastmasters.org  
Club program materials  
Educational manuals

## Publications and Public Relations

Suzanne Frey, Manager

Article submissions ..... submissions@toastmasters.org  
Missing your *Toastmasters* magazine ..... membership@toastmasters.org  
Public relations ..... pr@toastmasters.org  
Letters to the editor ..... letters@toastmasters.org  
Magazine advertising ..... maaustin@earthlink.net

## Information Services

Ron Leutbecher

## Production Division

Larry Langton, Director

Building maintenance  
Pick, pack and ship operation  
Printing and bindery  
Receiving  
Warehouse operations and inventory

Are you still not sure whom to contact with your question? Visit [members.toastmasters.org](http://members.toastmasters.org) and click on *Contact Us* or send an e-mail to [tminfo@toastmasters.org](mailto:tminfo@toastmasters.org).

**Phone:** 949-858-8255

8 a.m. to 5 p.m. Pacific Time, Monday-Friday, excluding holidays

**Automated system:** 949-835-1300

**Fax:** 949-858-1207

**Web:** [members.toastmasters.org](http://members.toastmasters.org)

### Mailing Address

Toastmasters International  
PO Box 9052, Mission Viejo, CA 92690-9052 USA

### Shipping/Courier Address

Toastmasters International  
23182 Arroyo Vista, Rancho Santa Margarita, CA 92688-2620 USA

### Visiting Toastmasters World Headquarters

Tours available 9 a.m. to 4 p.m. Pacific Time, Monday-Friday

# Appendix







**Toastmasters International**  
 P.O. Box 9052 • Mission Viejo, CA 92690 U.S.A.  
 P: 949.858.8255 • F: 949.858.1207

Order online at:  
[www.toastmasters.org/shop](http://www.toastmasters.org/shop)

**ORDER FORM** Please print or type name and address clearly. Include club and customer number, and zip code on all correspondence.

Date \_\_\_\_\_

Club No. \_\_\_\_\_ Club Name \_\_\_\_\_ Customer No. \_\_\_\_\_

Please ship the following to:

Mail invoice to:

NAME \_\_\_\_\_

COMPANY NAME / OTHER \_\_\_\_\_

NUMBER AND STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE / COUNTRY \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE NUMBER (where you can be reached between 8:00 a.m. and 5:00 p.m., Pacific Standard Time.) \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

NAME \_\_\_\_\_

COMPANY NAME / OTHER \_\_\_\_\_

NUMBER AND STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE / COUNTRY \_\_\_\_\_ ZIP CODE \_\_\_\_\_

**SHIPPING INFORMATION:**

**United States Clubs:**  Standard  1 Day Courier (business day)  2 Day Courier (business days) **Non-United States Clubs:**  Airmail (7-21 days)  Courier (2-4 days)

**PROCESSING INFORMATION:**

**Standard (up to 5 business days\*)**  
 \*Orders received during peak order periods (Aug, Sept, Oct) and those requiring engraving may require more than 5 days.

**Express\* (\$15.00 + shipping charges)**  
 \*Orders received by 12:00 PST will be processed and shipped the same day. Orders received after 12:00 PST will be processed and shipped within 8 working hours (not available for orders containing items to be engraved).

Item No.	Description	Weight	Quantity	Unit Price	Total Price
1.					
2.					
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**U.S. SHIPPING CHARGES**

WEIGHT	STANDARD	1 DAY COURIER	2 DAY COURIER
.00 - .81	\$3.50	\$20.50	\$10.25
.82 - 2.00	\$5.00	\$26.80	\$11.65
2.01 - 3.00	\$5.75	\$29.15	\$12.85
3.01 - 4.00	\$6.10	\$31.55	\$14.20
4.01 - 5.00	\$6.50	\$33.85	\$15.60
5.01 - 6.00	\$6.60	\$36.15	\$17.05
6.01 - 7.00	\$6.75	\$38.35	\$18.55
7.01 - 8.00	\$7.00	\$40.55	\$20.10
8.01 - 9.00	\$7.25	\$42.70	\$21.75
9.01 - 10.00	\$7.50	\$44.85	\$23.30
10.01 and up	\$7.75 + .75 Each additional lb. (or portion thereof)	\$47.00 + \$2.00 each additional lb. (or portion thereof)	\$24.75 + \$1.50 each additional lb. (or portion thereof)

For the non-U.S. shipping rate table, please see reverse.

Item 1205A

Sub-Total (without engraving charges) \_\_\_\_\_  
 CA residents: Add 7.75% sales tax \_\_\_\_\_  
 U.S. residents: Add shipping (see chart at left) \_\_\_\_\_  
 Non-U.S. residents: Add shipping (see charts on back) \_\_\_\_\_  
 Express Handling: \$15.00 \_\_\_\_\_  
 Engraving Charges: 20¢ per character \_\_\_\_\_

**TOTAL AMOUNT: \$ \_\_\_\_\_**

If your calculations are incorrect, you will be charged the correct amount. To ensure proper charges and credits, we suggest that you pay by VISA, MasterCard, AMEX, or Discover. All information must be complete and payment in U.S. dollars must be included or the order will be returned to you. All telephone, e-mail or Web orders must be paid by credit card. Prices, availability, appearance of all items and postage charges are subject to change without notice.

**PAYMENT MUST ACCOMPANY ORDER**

Payment Method (U.S. FUNDS):  MasterCard  VISA  AMEX  Discover

Check \$ \_\_\_\_\_ Card Number \_\_\_\_\_

Cash \$ \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Purchase Order # (include copy) \_\_\_\_\_  Gift Certificate # \_\_\_\_\_

# NON-U.S. SHIPPING PRICES

**NON-U.S. CLUBS:**

**Air Mail – Courier**

**Total Weight** \_\_\_\_\_

You may choose one of these methods for orders sent to addresses outside of the United States. The shipping charges will be based on the weight of the items ordered. Start by calculating the total weight of the items you have requested. Under the U.S. system, one pound (lb) is equal to sixteen ounces (oz). Then, refer to the charts below to determine the amount of postage you need to pay. If your calculations are incorrect, you will be charged the correct amount. To ensure proper charges and credits, we suggest that you pay by VISA, MasterCard, AMEX, or Discover. Please, always include your telephone number and e-mail address. Courier services cannot deliver to a post office box.

**Air Mail**

**Depending upon the destination country and the type and value of the products requested Toastmasters International may choose to upgrade shipment to Courier. This may incur an additional charge, but will ensure delivery.**

	Mexico		Canada		Europe	
	AIR MAIL 7-21 DAYS	COURIER 2-4 DAYS	AIR MAIL 7-21 DAYS	COURIER 2-4 DAYS	AIR MAIL 7-21 DAYS	COURIER* 2-4 DAYS
.00 - .99	\$3.60	\$24.25	\$5.30	\$24.25	\$9.75	\$30.50
1.00 - 1.99	\$7.00	\$24.25	\$6.00	\$24.25	\$15.00	\$30.50
2.00 - 2.99	\$12.10	\$24.25	\$8.00	\$24.25	\$20.50	\$33.50
3.00 - 3.99	\$16.25	\$26.50	\$10.00	\$26.50	\$25.50	\$33.50
4.00 - 4.99	\$19.75	\$26.50	\$11.50	\$26.50	\$30.00	\$33.50
5.00 - 5.99	\$21.00	\$26.50	\$13.00	\$26.50	\$34.25	\$36.00
6.00 - 10.99	\$33.00	\$34.50	\$18.50	\$33.50	\$55.50	\$52.00
11.00 - 15.99	\$44.25	\$43.00	\$24.50	\$43.00	\$75.50	\$65.00
16.00 - 20.99	\$55.25	\$47.75	\$30.50	\$47.50	\$95.25	\$73.50
21.00 - 25.99	\$65.00	\$53.00	\$36.00	\$53.00	\$114.50	\$84.00
26.00 - 30.99	\$74.00	\$58.50	\$41.75	\$58.50	\$133.50	\$93.75
31.00 - 35.99	\$82.00	\$65.00	\$47.25	\$65.00	\$152.00	\$102.25
36.00 - 40.99	\$91.00	\$70.25	\$53.00	\$70.50	\$170.50	\$114.50
41.00 - 45.99	\$100.00	\$76.00	\$58.75	\$76.00	\$192.50	\$125.75
46.00 - 50.99	\$108.00	\$81.50	\$64.50	\$81.50	\$214.50	\$136.50
51 lbs. and up/per pound	\$2.25	\$1.65	\$2.25	\$1.65	\$4.50	\$2.75

*\*These countries only: Germany, United Kingdom, France, Italy, Ireland. For other European countries, use the Courier "All Others" column.*

	Asia		S. America	Africa/Middle East	All Others
	AIR MAIL 7-21 DAYS	COURIER** 2-4 DAYS	AIR MAIL 7-21 DAYS	AIR MAIL 7-21 DAYS	COURIER* 2-4 DAYS
.00 - .99	\$11.25	\$34.50	\$5.50	\$8.50	\$65.00
1.00 - 1.99	\$15.00	\$34.50	\$8.00	\$15.00	\$65.00
2.00 - 2.99	\$22.75	\$34.50	\$16.25	\$22.75	\$65.00
3.00 - 3.99	\$28.50	\$45.00	\$20.25	\$28.50	\$65.00
4.00 - 4.99	\$33.75	\$45.00	\$23.50	\$33.75	\$65.00
5.00 - 5.99	\$39.00	\$45.00	\$26.75	\$39.00	\$65.00
6.00 - 10.99	\$64.50	\$66.00	\$42.50	\$64.50	\$107.50
11.00 - 15.99	\$86.00	\$83.00	\$56.75	\$86.00	\$141.00
16.00 - 20.99	\$107.50	\$99.00	\$71.00	\$107.50	\$165.50
21.00 - 25.99	\$128.50	\$115.00	\$83.75	\$128.50	\$193.25
26.00 - 30.99	\$149.00	\$130.00	\$96.00	\$149.00	\$217.25
31.00 - 35.99	\$169.00	\$143.00	\$107.25	\$169.00	\$239.50
36.00 - 40.99	\$189.00	\$150.00	\$118.50	\$189.00	\$262.50
41.00 - 45.99	\$211.00	\$160.00	\$129.50	\$211.00	\$283.50
46.00 - 50.99	\$232.00	\$170.00	\$140.50	\$232.00	\$304.50
51 lbs. and up/per pound	\$5.50	\$3.50	\$3.25	\$5.50	\$5.50

*\*\*These countries only: Hong Kong, Taiwan, Singapore, Malaysia, Australia, Philippines, China, Brunei, Indonesia. For other Asian countries, use the Courier "All Others" column.*



FOR RELEASE: At Will

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TOASTMASTERS

**Toastmasters:**

***Because Public Speaking Skills Aren't Debatable***

RANCHO SANTA MARGARITA, CALIF. – If you are like most people, public speaking is not your favorite pastime. Yet survey after survey shows that presentation skills are crucial to success in the workplace. The person with strong communication skills has a clear advantage over tongue-tied colleagues – especially in a competitive job market. Many people pay thousands of dollars for seminars to gain the skill and confidence necessary to face an audience. But another option is less expensive and held in high regard in business circles – Toastmasters International. This organization has been around for more than 80 years and offers a proven – and enjoyable – way to practice and hone the communication and leadership skills of its members.

From one club started in 1924 at the YMCA in Santa Ana, California, Toastmasters has grown to become the world's leading organization teaching public speaking and leadership skills and helping people conquer their pre-speech jitters. Since that first club was organized by Ralph C. Smedley, more than 4 million men and women have enjoyed the benefits of Toastmasters membership. The nonprofit organization now has approximately 226,000 members in 11,500 clubs in 91 countries.

**HOW DOES IT WORK?**

A Toastmasters club is a “learn-by-doing” workshop in which men and women hone their skills in a comfortable, friendly atmosphere. A typical club has 20 to 40 members, who meet weekly or biweekly to learn and practice presentation techniques. The average club meeting lasts approximately one hour. Membership is affordable; total annual fees are usually less than \$100.

Those joining a Toastmasters club learn communication skills by working in the *Competent Communication* manual, a series of 10 speaking assignments designed to instill a basic foundation in public speaking.

When finished with the first speech manual, members can select from among 15 advanced manuals to develop speaking skills that are geared to

– MORE –

**TOASTMASTERS INTERNATIONAL**

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specific interests. They are: *Public Relations, Specialty Speeches, The Entertaining Speaker, Speaking to Inform, The Discussion Leader, Speeches by Management, The Professional Speaker, Persuasive Speaking, Technical Presentations, Communicating on Television, Storytelling, Interpretive Reading, Interpersonal Communication, Special Occasion Speeches, and Humorously Speaking*. Members also develop and practice leadership skills by working in the *Competent Leadership* manual and the *High Performance Leadership* program, as well as serving as leaders at various organizational levels.

There is no instructor in a Toastmasters club. Instead, members evaluate one another's oral presentations and leadership activities. This evaluation process is an integral component of the overall educational program. Toastmasters members also give impromptu talks on assigned topics, conduct meetings, serve as officers in various leadership roles and learn parliamentary procedure.

The effectiveness of this simple learning formula is evidenced by the thousands of corporations that sponsor in-house Toastmasters clubs. These clubs serve as public-speaking and leadership training workshops for employees. Every year, more and more business and government organizations are discovering that Toastmasters is the most effective, cost-efficient means of satisfying their communication training needs. Toastmasters clubs can be found in the U.S. Senate and the House of Representatives, as well as in a variety of community organizations, prisons, universities, hospitals, military bases and churches.

## COMMUNITY SERVICE

Toastmasters also benefit their communities by conducting the following types of programs:

- **YOUTH LEADERSHIP** – public-speaking training for junior and high-school students.
- **SPEECHCRAFT** – a “short course” in public speaking for adults in business, education, industry and government.
- **SPEAKERS BUREAU** – helps other nonprofit organizations and community and government groups tell their stories to the community.
- **GAVEL CLUBS** – bringing Toastmasters training to prisons and other institutions.
- **SUCCESS/LEADERSHIP and SUCCESS/COMMUNICATION PROGRAMS** – educational modules in a how-to format on topics such as conducting productive meetings, effective listening, parliamentary procedure, evaluation, creative thinking, leadership, management and training.



## TOASTMASTERS INTERNATIONAL

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SAMPLE RELEASE

FOR IMMEDIATE RELEASE

March 8, 20\_\_

CONTACT: John Lewis  
Center City Toastmasters Club  
000-0000 or 111-1111  
???@xxx.com

FOR IMMEDIATE RELEASE

SAM JONES CAPTURES TOASTMASTERS TITLE

Sam Jones is Center City's best speaker.

Mr. Jones defeated three other contestants in the Center City Toastmasters Club's annual speech contest Tuesday night at the Center City Community Center. He will compete here next month as the club's representative in an area-wide contest.

Other participants in last night's contest were (names). All are members of the Center City Toastmasters Club.

An accountant with the local Katz Manufacturing Company, Mr. Jones' speech was titled "Onward and Upward."

The area speech contest will be conducted at the Center City Community Center on April 8, and the public is invited. The Center City Club is one of more than 10,500 Toastmasters clubs around the world. Each spring, approximately 50,000 members compete in club-level speech contests. Through competition in the area, division, district and regional levels, nine contestants will vie for the title of "World Champion of Public Speaking," which will climax at the organization's \_\_\_\_\_ Annual International Convention, August \_\_\_ to \_\_\_ in \_\_\_\_\_ .

NOTE TO THE EDITOR: Mr. Jones may be contacted at:  
Home: 000-0000  
Business: 111-0000  
E-mail: xxxxxxxx@??? .com

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**TOASTMASTERS**

SAMPLE RELEASE

December 28, 20\_\_

CONTACT: John Lewis, Community Relations Chairman  
Center City Toastmasters Club  
000-0000 or 111-1111  
jlxxxx@address.net

FOR IMMEDIATE RELEASE

TOASTMASTERS INSTALL OFFICERS

Brian White is the new president of the Center City Toastmasters Club and Elaine Sheraton is the club's Toastmaster of the Year.

Mr. White is the owner of the White Shoe Store. He was installed as president by Toastmasters District 85 Governor Anne Green of nearby Midtown during the club's annual banquet December 27 at the Center City Country Club.

Other officers installed were: Penny Smith, vice president education; Dennis Brown, vice president membership; Dave Robertson, secretary; and Carl Hays, sergeant at arms.

Ms. Sheraton was chosen Toastmaster of the Year for her outstanding participation in the club's communication and leadership development programs. Her achievements this year include: winning five best speaker awards, sponsoring three new members, being a guest speaker at four civic organization meetings and representing her club in an area-wide Toastmasters speech contest. She also served as the club's public relations chairman. Ms. Sheraton was presented her award by retiring Club President, Sally Royce.

*NOTE: You may wish to add: Other highlights of the banquet, such as the attendance of civic, business or municipal officials; the club's plans to conduct a Youth Leadership program or Speechcraft program during the new president's term; or other upcoming events.*

The Center City Toastmasters Club provides its members a communication and leadership development program and is one of more than 10,500 Toastmasters clubs around the world. The club meets each Tuesday at 7:30 p.m. at the Globe Restaurant.

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NEWS  
FROM

TOASTMASTERS

# Standards for Other Officers



Leading your club is a big responsibility. That's why you have other officers to help. Following are brief outlines of their standards:

**President.** The president serves as the club's chief executive officer, responsible for general supervision and operation of the club. Standards outside of the club meeting are to:

- Ensure club officers meet club officer and club meeting standards
- Oversee plan to achieve Distinguished Club Program goals and ensure club is a Distinguished Club
- Encourage communication and leadership development through promoting of CC, AC, CL and AL awards
- Ensure club has an ongoing membership building program
- Attend and vote club's proxy at district council meetings or ensure club member attends and proxies vote to that member
- Attend Regional conference and International Convention and vote club's proxy or send proxy to district governor
- Oversee administrative operation of club in compliance with the club Constitution and Bylaws
- Maintain relationship with the district and with Toastmasters International
- Schedule and chair monthly executive committee meeting
- Arrange for a replacement if unable to attend a club or executive committee meeting
- Search for leaders, ensure all club offices are filled for the succeeding term, and ensure timely elections are conducted
- Prepare successor for office
- Attend district-sponsored club-officer training.

Standards at the club meeting are to:

- Ensure meeting starts and ends on time
- Make sure guests are warmly and enthusiastically introduced
- Allow time before and after the meeting to speak with guests
- Read and/or display the club mission at every meeting
- Discuss the Distinguished Club Program and the club's progress and achievements in it
- Recognize member achievements in Toastmasters and in their personal lives
- Report on the "Moments of Truth" the club is achieving.

**Immediate Past President.** The immediate past president:

- Provides guidance and serves as a resource to club officers and members
- Chairs the nominating committee
- Assists in the preparation of the Club Success Plan
- Promotes the club's efforts to become a Distinguished Club.

**Vice President Education.** The vice president education is responsible for planning successful club meetings so that each member has the opportunity to achieve his or her educational goals. He or she is the second-highest ranking club officer, presiding at club and executive committee meetings in the absence of the president. Standards outside of the club meeting are to:

- Attend district-sponsored club-officer training
- Plan club meetings, completing schedules and assignments at least three weeks in advance and confirming each schedule five to seven days before the meeting
- Promote participation in the educational program. Get commitment from new members to achieve the CC award within one year or less and schedule them to speak accordingly. Get commitment from CCs to earn ACB awards within one year, and get commitment from ACB and ACS recipients to earn the next award within one year. Get commitment from members to earn the CL award, and get commitment from CLs to earn the ALB award within one year. Track all members' progress toward these awards
- Orient new members to the Toastmasters program within two meetings after they join
- Assign every new member a mentor
- Attend club executive committee meetings
- Attend district council meetings and vote the club's proxy
- Vote at regional and international business meetings
- Arrange for a replacement if unable to attend

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meeting • Prepare successor for office. Standards at the club meeting are to: • Assign each new member to be a table topics participant at the first meeting after joining, to a meeting role at the third meeting or earlier, and to give the Ice Breaker manual project at the fourth meeting or sooner • Ensure a club member conducts The *Successful Club Series* programs “Evaluate to Motivate,” “Moments of Truth,” “Mentoring,” and “Finding New Members for Your Club” at least once per year • Monitor club performance quarterly in cooperation with the club president • Initial speakers’ Records of Assignments and ensure eligible members fill out their award applications.

**Vice President Membership.** The vice president membership is the third-ranking club officer. Standards outside of the club meeting are to: • Attend district-sponsored club-officer training • Conduct ongoing membership building programs. Promote the membership goal of one new member per month and, if the club has fewer than 20 members, achieving 20 members by year-end or sooner • Promote club and Toastmasters International membership building programs and conduct a minimum of two formal club membership programs annually • Follow up on guests, new members, and members not attending meetings • For all prospective members, explain the educational program, get their commitment to join, collect membership applications, bring the applications to the club for voting and, if the members are accepted, collect dues and fees and give them to the treasurer with the applications • Attend club executive committee meetings • Attend and vote at area council meetings • Arrange for a replacement if unable to attend club meeting • Prepare successor for office. Standards at a club meeting are to • Greet guests and have each complete a guest card • Report on current membership, promote membership campaigns, and welcome new members • Work with the president and vice president education to ensure each new member is formally inducted at the first meeting after being voted in by the club • Help guests wishing to join complete the Application for Membership • Speak with fellow members to determine if their needs are being met.

**Vice President Public Relations.** (see your standards elsewhere in this manual)

**Secretary.** The secretary is the fifth-ranking club officer. Standards outside of the club meeting are to: • Attend district-sponsored club-officer training • Maintain accurate membership roster and give it to treasurer to submit with dues • Submit the club officer list by visiting [members.toastmasters.org](http://members.toastmasters.org) or mail it to World Headquarters within 10 days after election • Handle general club correspondence • Keep club files, including the club charter, Constitution and Bylaws, minutes, resolutions, and correspondence • Attend club executive committee meetings • Arrange for a replacement if unable to attend meetings • Prepare successor for office. Standards at a club meeting are to • Record and read meeting minutes • Greet members and guests.

**Treasurer.** The treasurer is the sixth-ranking club officer. Standards outside of the club meeting are to: • Attend district-sponsored club-officer training • Prepare a budget to be approved by the executive committee and membership within one month of taking office • Provide the bank with a new signature card by July 1/January 1 • Prepare and send dues statements by August 15/February 15 • Collect and send dues to World Headquarters by October 1 and April 1, and work with the vice president to contact members who have not paid dues • Submit new member applications and dues to World Headquarters within 48 hours after receipt • Pay bills as due • Keep records of all financial transactions • Present verbal and written financial reports quarterly (October 15, January 15, April 15, and July 15) • Submit club accounts for audit • Attend club executive committee meetings • Arrange for a replacement if unable to attend meeting • Prepare successor for office. Standards at the club meeting are to • Receive completed new member applications and dues • Announce when dues are due and explain dues structure • Greet members and guests.

**Sergeant at Arms.** The sergeant at arms is the seventh-ranking club officer. Standards outside of the club meeting are to: • Attend district-sponsored club-officer training • Schedule meeting location • Maintain club equipment and keep an adequate number of supplies • Attend club executive committee meetings • Arrange for a replacement and for assistance if necessary • Prepare

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successor for office. Standards at a club meeting are to:

- Arrange the room at least 10 minutes before the meeting begins. Make sure the lectern is in place, evaluation forms and ballots are distributed, and the club banner, awards, catalog, progress chart and educational material are displayed. Arrange place cards and make name

- badges available
- Greet members and guests and arrange for guests to sit with members
- Greet the area governor and other visiting officers and escort them to the club president
- Arrange for food service at meal meetings
- Ensure the meeting starts on time
- Collect ballots and tally votes for awards.

# The Toastmasters Organization



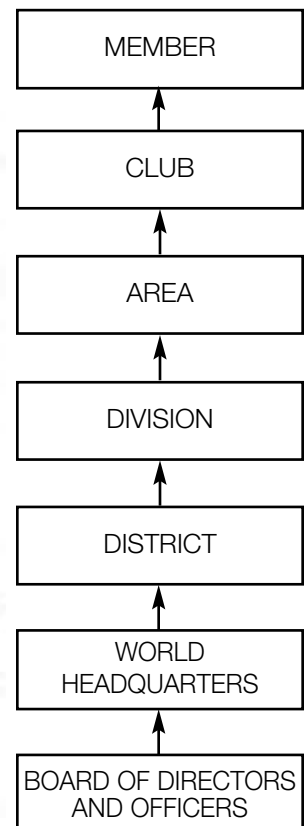
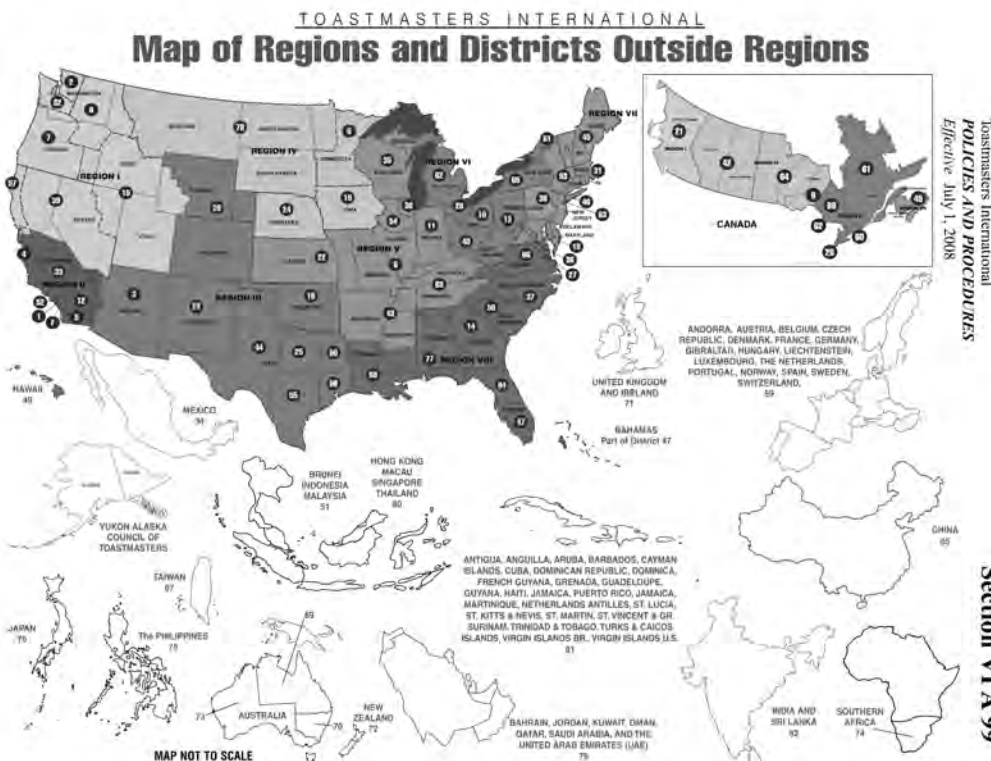
Toastmasters International has more than 10,500 clubs in the United States, Canada and 90 other countries. There are community-based clubs, company employee clubs, military base clubs, bilingual clubs and many others.

In most parts of the world, clubs are grouped into administrative units known as districts to provide greater leadership opportunities and stronger lines of communication. Districts are in turn subdivided into areas, which usually comprise four to seven local clubs. In larger districts, several of these areas may be assigned to a unit known as a division.

District governors are elected each year to serve their districts. An area governor is either elected or appointed to serve your area. He or she should visit your club at least twice during the year.

Setting the policies of the organization is the responsibility of the elected board of directors. In Rancho Santa

Margarita, California, U.S.A., not far from the birthplace of Toastmasters, the World Headquarters staff, headed by the executive director, oversees the day-to-day operation of the organization, providing materials and assistance to clubs and districts. Members and other visitors are always welcome at World Headquarters.



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