



VP Public Relations Checklist

Before Club Meetings

- ▶ Verify that the club's themes, meeting times, and location are current for the following week
- ▶ Order Promotional materials for distribution by members.

Places to post and update club themes, meeting times & locations

Local newspaper's calendar section	Club & company newsletters
Club website	Club & company event calendars
Social media sites such as Facebook, Twitter, Linked In & Meetup	Company intranet sites

During Club Meetings

- ▶ Distribute promotional materials to members for distribution at their workplace, school, etc.
- ▶ Report the results of public relations efforts, bringing newspaper clippings, printouts, and so on to share with the club.
- ▶ Announce the commencement of public relations campaigns.
- ▶ Solicit volunteers who may receive credit toward their Competent Leader award for lending a hand.

Outside the Club Meetings

- ▶ Publicize (and protect) the Toastmaster Brand
- ▶ Promote the Club
- ▶ Maintain the Club Website
- ▶ Join a Toastmasters-moderated social networking website
- ▶ Produce and Distribute a Club Newsletter
- ▶ Promote membership programs
- ▶ Attend club executive committee meetings
- ▶ Attend other Toastmaster Events
- ▶ Arrange your replacement or assistant
- ▶ Prepare your successor for office

EXECUTIVE COMMITTEE Responsibilities

- ▶ Provide a public relations report.
- ▶ Propose new promotion ideas.
- ▶ Work with executive committee on Club Success Plan.

RESOURCES

Let the World Know (Item 1140)

M/PR Newsletter

Media Center

PR Corner

All About Toastmasters (Item 124)

Distinguished Club Program & Club Success Plan

Brand Portal

Marketing Resources

www.toastmasters.org/1140

www.toastmasters.org/mprnewsletter
mediacenter.toastmasters.org

www.toastmasters.org/prcorner

www.toastmasters.org/124

www.toastmasters.org/1111

www.toastmasters.org/brandportal

www.toastmasters.org/marketingresources