



# 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*

*D14 Website / Brand Management Toolkit*

[www.toastmasters.org/1140](http://www.toastmasters.org/1140)

[www.toastmasters.org/mprnewsletter](http://www.toastmasters.org/mprnewsletter)  
[mediacenter.toastmasters.org](http://mediacenter.toastmasters.org)

[www.toastmasters.org/prcorner](http://www.toastmasters.org/prcorner)

[www.toastmasters.org/124](http://www.toastmasters.org/124)

[www.toastmasters.org/1111](http://www.toastmasters.org/1111)

[www.toastmasters.org/brandportal](http://www.toastmasters.org/brandportal)

[www.toastmasters.org/marketingresources](http://www.toastmasters.org/marketingresources)

[www.d14toastmasters.org/brand-management-toolkit/](http://www.d14toastmasters.org/brand-management-toolkit/)