

Your Toastmasters Public Relations Toolbox Speakers Notes

Start

Change

In this video we will be looking at ideas on how to promote your Toastmasters club by *leveraging* on-line resources as well as *conventional* marketing techniques.

They aren't organized in any order of importance or priority ... however, I'm expecting it to be easy to follow along with me.

Let's start off with some General Marketing & Promotional Ideas:

It's often said that only 50% of your marketing and promotion actually works.

The problem is that you will never know *which 50%*.

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Review your club's PR & Marketing Plan. Is it working?

If you are currently serving as the VP PR for your club, you will have likely created a marketing plan at the beginning of your term.

Now is a good time to review it to see if it is actually working.

If it isn't working, why isn't it?

Is there anything you can do to get things moving forward?

While each club should have a member serving as the VP of Public Relations, it can be helpful to recruit others how to effectively promote Toastmasters and specifically your club.

There is an interconnectedness between the Toastmasters club officer roles and in many clubs, they overlap.

It's the VP Public Relations role to attract members to the club.

It then becomes the VP Membership's role to make the sale i.e. converting the guest to become a member.

Marketing and sales are closely related.

We'll look at that conversion process in another video, later in this series.

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Raise your awareness of Public Relations tactics:

The field of public relations is in a constant state of change.

What worked in the past, may *not* work now.

And then again, what *didn't* work in the past, may *very well* work nowadays.

Along with this webinar, we have some other resources that may be of help for you.

Just in case you don't know yet, D21 has a Youtube channel where we are collecting video resources and we have a section for club-building & PR related instructional videos.

You can easily get there by going to our d21toastmasters.org site and there will be a Youtube icon on the right side of the page.

Just click on it to be taken to our D21 Youtube channel.

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Leverage Your Club's Physical Presence:

Where ever you meet, there are likely passer-bys wondering what is going on with all the people coming and going.

You can either create or purchase a sandwich board that announces that 'your club meets here'.

Toastmasters International's Store has a couple versions of signs worthwhile considering and they are quite inexpensive.

They also have a smaller version that you can attach to a door or a wall with Velcro dots.

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Create a Word of mouth campaign:

One ***no cost***, public relations strategy is to create an ongoing word of mouth campaign.

This can be as simple as having the meeting Chair, challenge the members, perhaps at the end of the meeting to get out there and 'Talk Up Toastmasters.'

The idea is to continually remind your club members to invite guests to come out and check out your meeting.

While the concept of the word ***campaign***, usually means something that is time-limited, there is value in using this strategy continually.

If you have time in your meetings, you could allow for some discussion on how to do so and to see what has worked and what hasn't.

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Leverage February as Toastmasters month in B.C. Proclamation

This video was created to leverage Toastmasters Month in B.C.

The general idea is that the D21 & D96 leaders have asked the province of B.C. to declare ***February***, as Toastmasters Month in B.C.

This can be a good leverage point for public relations initiatives to draw attention to our Toastmasters program.

You can either leverage the ***Provincial Proclamation*** or approach your Town/City Council and have them declare it Toastmasters Month in your community.

I'm not going to spend a lot of time on it here, but if you go to our D21 Youtube Channel, under the Playlists tab locate Toastmasters Public Relations.

There is a video there entitled ***Toastmasters Month Proclamation Tutorial*** that I have created to share some ideas on how to leverage the proclamation for your club.

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Now we are going to look at special events that you can hold to draw attention to your club, starting off with what you can do *within* your club.

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Have a joint meeting with another club:

If you are part of a *strong* club or perhaps a *struggling* club, there can be value in reaching out to another local club and creating a *joint* meeting.

This gives you an opportunity to do some promotion that could *benefit both* clubs.

Encourage guests to attend so that they can see the benefits of our Toastmasters program.

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Open House vs Invite a friend:

Some Toastmasters clubs have had great success with conducting Open Houses i.e. opening their club up to the public and/or specific invited guests.

At the other end of the continuum are those clubs that have had dismal results.

I guess you won't know how it works for your club until you try it.

An *alternative* to conducting an *Open House* could be to have an *Invite a friend* meeting.

Simply put, every club member could be challenged to bring a friend to a meeting.

You could do this several times throughout the Toastmasters year.

Even if *not all of your members* are able to bring a friend, the likelihood of increasing your number of guests is *high*.

Another version of this is *Each one – bring one!*

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Conduct a Speechcraft:

Speechcraft is a proven method of raising awareness for Toastmasters and gaining members.

It can be conducted within the club or externally.

One method is to run the Speechcraft every **second week**, within your club, alternating with regular club meetings.

The idea is that you would invite the Speechcraft participants to attend the regular meetings and hopefully they will join your club.

Let's look at some external PR measures.

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Let's move on to some **External** events that you can conduct, that is outside of your regular club meeting.

We ended the **Internal PR** measures with the suggestion of holding a speechcraft within your club.

An **alternative** is to connect with a community group and deliver the Speechcraft program at **their** premises.

The idea of course is that the participant sees the value of the Toastmasters program and that you can ask them to join your club.

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Stump the Toastmaster:

An event that has proven successful in the community is to hold a **Stump the Toastmaster**.

This can be held in a bookstore, coffee shop or mall.

I've participated in this strategy at a local community college as part of their Career Day event.

The idea is that you get some of your more ***courageous*** members to participate in a demonstration to the public of the ***value*** of Toastmasters training.

Members of the public, or passer-bys, depending where you are set up, would ask a Table Topics style of question and an ***experienced*** Toastmaster would respond to the question.

This can be a lot of fun.

Sometimes we do get stumped and we open it up to the public to answer a question.

We also provide a quick evaluation for the speaker.

You can have a table or display set up with brochures or handouts, promoting your club.

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Open Mic or Speaker Series:

Many community colleges offer a Speaker Series.

Your more confident speakers could get themselves on the series, deliver a speech on a topic of value, then do a promo for Toastmasters.

Some businesses such as coffee shops, or bookstores hold Open Mic Nights.

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Arbutus Toastmasters in Parksville has an interesting event happening.

They have created an event around the ***Soapbox*** concept.

The idea is that the speaker delivers an impromptu speech, often about a political subject or cause.

They stand on a soapbox, which is a raised platform and originally were wooden crates originally used to ship soap.

Its certainly something out of the ordinary and could be a lot of fun.

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Leverage Social Media:

Nowadays, we can't look at marketing and promotion, without considering social media.

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Let's start with Facebook.

If you haven't already, create a Club Facebook Page.

There is an ongoing argument as to whether you should have a **Page** or a **Group**.

A **Group** is restricted to whoever you want to let in and allows you to have **private** conversations with the Group members.

A **Page**, better allows you to **promote** your club to the world as the content is readily available for the public to see and hopefully Like.

A Page also offers the benefits of scheduling your posts as well as determining if anyone actually viewed your content and shared it.

We aren't going to go into detail on how to do that though as it is beyond the scope of this session.

We will likely be having a separate webinar on creating a Facebook Page in the near future.

In the meantime, there are **some tactics** that you can use to **leverage** your Facebook Page.

It's all about **Reach** and **interacting**.

The idea is that the Facebook Page allows you to connect and interact with people in a way that your club website can't.

You do have a club website, right?

If you want to draw people to your Facebook Page you have to offer them content that will interest them.

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Here are some quick ways to gather content:

Follow Toastmasters International on Facebook & LinkedIn, then share their posts.

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Follow *other* Toastmasters clubs by *Liking* them and sharing their posts.

I would suggest *repackaging* their posts if you need to so that you don't confuse your followers as to where the post is coming from.

You want to draw people out to your club, not necessarily theirs.

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Join the D21 Toastmasters Facebook Group.

It is a closed group that can provide you with ideas and posts that you can share.

As it is a group, you are unable to Share from within the group page.

You can work around this by copying and pasting any text, urls and graphics and add them to a post on your Facebook page then publish it.

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Another good way to generate content is utilizing your Gmail profile, to create alerts for anything related to Toastmasters, public speaking and leadership.

You will get an e-mail sent to your Gmail account every time those key words show up on the internet.

Then you can share the articles to your club Facebook Page by posting a link to the article and adding your own editorial or promotional text.

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You can Create a Facebook Campaign:

I regularly schedule a series of Facebook posts **based** on a theme.

For example, I collect quotes from Toastmasters International and post them.

If you go to the Toastmasters International's Facebook Page and in to their Photo section, you can see lots of graphics that are usable.

I also created some graphics with quotes from Ralph Smedley, founder of Toastmasters International.

You should encourage your fellow club members to share Toastmasters related posts on their **personal** timelines.

This is like planting seeds.

The idea is that if a person's friends see TM posts often enough, perhaps they will get curious enough to check it out.

Pictures of your **happy, smiling** Toastmasters members are always great pictures to post.

Recognize and celebrate your member's accomplishments.

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Write a blog about Toastmasters or any aspect of our program.

Then share it on your Facebook page or your website.

Encourage your fellow club members to share the blog post in the social media that they use.

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Create & Publish Toastimonials to Facebook:

Testimonials, are one of the most powerful sales tools out there.

If we see somebody happy about using a product or service, we are likely to try it out for ourselves.

Toastimonials are a short promotion by a member about how Toastmasters has helped them personally.

This can be in the form of a blog or a short video.

Don't forget to add the happy, smiling Toastmaster photo.

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Video Record Club Educational Sessions:

A strategy that I have been using for a while now is to video record educational sessions or speeches and upload to your club Facebook Page.

Tag the members appearing in the video.

Facebook loves video and at present seems to share them with more people than they do with simple article posts.

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On the subject of video, there is value in creating a ***Youtube*** channel for your club.

It is being said that Youtube is now the third largest search engine and in the next two years some 80% of all web traffic will be video.

You can easily create your club Youtube Channel and upload your videos to it.

You can also get more exposure for your videos by leveraging the D21 YouTube Channel.

Upload your videos to your club Youtube Channel and send me the link and I will add them to the D21 Channel.

We're looking for member's speeches and educational session videos.

We will likely look at doing a separate webinar on creating your Youtube channel as it is also beyond the scope of this session.

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Moving along we will quickly look at Leveraging the Media.

The first strategy is getting invited as a guest on a Talk Show Radio Interview.

In small communities that have a 'talk show' or 'all news' format, you may be able to approach program directors to get interviewed on the radio.

I can be helpful if you have an opinion to offer on how the Toastmasters program can help solve a local social problem or issue.

It would be a good platform to promote Toastmasters in general and specifically your club.

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Writing a Letter to the Editor is a tried and true method to raise awareness of Toastmasters.

As a Toastmaster member and a member of the public, you can write a letter to the editor with your opinion and plugging Toastmasters as a solution.

The whole job search process comes to mind as an example of what you can talk about.

Toastmasters has proven to build self-confidence, the skills to communicate effectively, which in turn helps people land a job.

Or you could talk about how the lack of public speaking skills in local politicians can be solved by attending Toastmasters.

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Let's look at Leveraging the Internet starting off with your E-mail Sig Files.

Encourage all club officers to create an e-mail signature file, highlighting their Toastmaster club role and contact info.

This is also a good place to add links to your club Facebook Page, website, Youtube channel etc.

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Meetup:

Meetup allows you to create a profile to promote your club, then you create events based on your club meetings.

People sign up to Meetup at no charge to them and then they can register to attend your club meeting event.

If they show up great, if they don't, you have their contact info to reach out to them.

Go to Meetup.com.

Some clubs have been very successful using Meetup, others not so well.

The District has an account that you can get your club featured on.

Just ask us for the details on how to do so.

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Eventbrite is an on-line community events calendar that usually has high traffic.

You can set yourself up as an **organizer**, featuring your club.

It's free to do so.

You would then post your regular meeting and any other special meeting details.

You would use the category of **Business meetings**, which places you with other business and educational events.

If you are not charging for your events, Eventbrite is free to use

If you are charging, they can handle the on-line registrations for you at an inexpensive cost.

Just go to Eventbrite.com

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Your community may have Free On-line Events Calendars:

Free is always good.

It is said that you have to touch your customer some seven to eleven times before they make a purchasing decision.

On-line community event calendars can serve as a ***touch point***.

If your potential customer, in our case a potential Toastmasters member, sees a promo for your club from multiple sources, they may very well decide to check it out.

The ***downside*** is that these on-line calendars are ***passive*** in nature, meaning that a visitor to their site may only see it if they visit the time slot that your event is listed in.

Some of these on-line event calendars offer you the ability to promote your event at a price.

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Thanks for following along in this video.

We are going to go back to our live webinar to answer some of your questions.

End