



Simple Ways to Promote Toastmasters International

Resource Guide – 1

Compiled by:

Gina Cook, DTM

Candidate for International Director, Region VI

www.ginacook4id.info

Media relations/broadcast

- Send press releases to local newspapers about your Club's special events
- Use public service announcements and pre-recorded commercials that can be aired on radio and cable television stations
- Become a guest on a local talk show discussing the importance of communication training in the workplace
- Arrange a radio interview to promote Toastmasters International (TI) and your local Club
- Contact your municipal government for information on how to get your message displayed on city's cable television programming
- Publicise your regular Club activities in local newspapers
- Make use of local community/ethnic newspapers and bulletins to disseminate your Club's news
Become a member of an Editorial Board of your community newspaper or bulletin
- Write an article for local small town newspaper about Toastmasters and publicize a local contact
- Publish your own television show taped from your Club meeting or talk show style to be aired on local cable TV

Personal networking

- Tell your friends, colleagues and relatives about Toastmasters International
- Invite your friends, colleagues and relatives to your regular meetings
- Leave your old/extra copies of the Toastmasters magazines in the dentist's/doctor's office
- Ask local business outlets to display copies of Toastmasters magazines
- Stick Toastmasters decals/emblems on your attaché case and car
- Wear your TI pin and T-shirt
- Display your Toastmasters trophies or ribbons in your home or office
- Use the 'Five Foot Rule'—talk up Toastmasters to anyone who comes within five feet of you

Online/Web

- Use www.freetoasthost.org to help you create your Club's Web site
- Create a Web site to show the different aspects of your Club's environment
- Advertise your Club/area activities on the Internet or community's FreeNet
- Create a [Facebook](https://www.facebook.com), [MySpace](https://www.myspace.com), etc. page for your Club and send out invitations to friends who might be interested
- Check out the free resources on the <http://toastmasters.org> Web site to use for your Club
- Tape speeches or meeting sections and make them available through your Web site or Facebook
- Film a video of your Club in action and post it on [YouTube](https://www.youtube.com)
- Start a blog showcasing your local Club

Marketing/advertising

- Publish your Club's bulletins and newsletters regularly and distribute it widely
- Publicise your Club with the local Chamber of Commerce or offer to do a presentation at their meetings
- Provide "camera-ready" ads about TI as 'fillers' to corporate or organisational publications
- Be part of the 'Welcome to the Community' (i.e., "[Welcome Wagon](#)") packets to all new residents
- Advertise special events in public locations such as grocery stores and libraries
- Place an advertisement in Yellow pages
- Print 'Toastmaster' business cards and use them at every opportunity
- Set up a display at large stores (like Wal-Mart™) that have high traffic on weekends

"Helping others helps ourselves grow and succeed!"

Community connections/outreach

- Display Toastmasters magazines in the local libraries
- Leave flyers in holders on the counters at libraries
- Create bookmarks and make them available in libraries. Place one in every book on public speaking.
- Invite dignitaries such as politicians, community leaders, news reporters to special events
- Present/organise workshops/success leadership modules for non-members
- Be a member of your local speakers' bureau
- Set up a booth at your local plaza or shopping mall
- Set up information booths at local public trade shows and job fairs
- Set up an information/display box in your Club's local library, sport complex and community college
- Organise demonstration meetings, speeches and/or debates and invite community members
- centres
- Arrange to have your Club's phone number published in local white pages
- Leave flyers and bulletins at your local religious institutions
- Leave flyers and bulletins at Lions Club or Rotary Club meetings, and with other community service groups
- Ask for 5-10 minutes during meetings at other local service club meetings to promote TI
- Participate in local fairs, parades, sports tournaments and holiday celebrations. Wear your Toastmasters pin, display your Club banner and ribbons, and offer handouts at a booth.

Promotion at the workplace

- Leave copies of Toastmasters magazines and other relevant information in your workplace
- Conduct a speech writing/delivery ("[Speechcraft](#)") program in your workplace
- Ensure in-house Toastmaster Clubs are mentioned during new employee orientation seminars or on your work's intranet and in employee newsletters

Promotion in partnership with education

- Send copies of Toastmasters magazines to teachers/principals of local schools and colleges
- Become a judge at the speech/debate contests organised by schools and community organisations
- Offer to help students in preparing for speech/debate competition
- Offer to help students in preparing for projects such as exhibitions and science projects
- Participate in the educational programs organised by local libraries and community organisations
- Offer a communication/leadership course in programs organised by local community colleges and school boards
- Offer presentations as a guest lecturer to local universities or colleges
- Prepare educational tips and distribute to everyone who can find them useful

Promotion through volunteer opportunities

- Volunteer to take up speaking/organising roles at:
 - workplace events
 - gatherings
 - events planned by your friends
 - local charity organisations
- Volunteer to give educational presentations to school children and their teachers or at adult education classes
- Volunteer to conduct youth leadership programs in local schools and community
- Offer to be an MC, chairperson, facilitator, or moderator of civic functions
- Offer to give a workshop or lead a panel at meetings of professional associations/organisations

Other resources/opportunities

- Receive a proclamation from local, state or federal politicians honouring a specific event or anniversary. Announce this to the local media.
- Display a sign or plaque in the meeting location with your Club information
- Obtain and utilise the Public Relations material available free/nominal cost from TI
- Share ideas on Public Relations with other VP Public Relations and the District Public Relations Officer
- Share this information with others who are interested in promoting the benefits of Toastmasters

"Helping others helps ourselves grow and succeed!"