

PRM Report for District Council Meeting May 4th, 2019

Continue to focus on the PRM Goal, to take District 8, to higher levels of Culture, Synergy & Communications and where it stands right now.

1. Social Media :

a.) District 8 Meetup Group for attracting prospective members is continuing to grow and it steadily gaining public attention to the district Meetup group, SPEAKERS AND LEADERS of St Louis, Central and Southern Illinois. By letting clubs manage their own sub-groups under the district group efforts have been maximized and productive. Individuals searching online for what toastmasters does has resulted in 15 people in the month of April asking to join the group and visiting a club near them.

b.) District 8 Facebook, a Closed Group and a Public Page, being used, as part of the communications plan to communicate with general public and members of the district. Of the two approaches being used, District Page is primarily used to communicate with and foster positive public relations with the general public. This is the place to invite non-members to join and where general public can see District 8 Toastmasters events and stories.

While the Closed Group is being used for internal communications within the district, to invite members to join and where members can see District 8 Toastmasters events, community activity, and inspirational stories. District 8 Closed Group is for only members of District 8 Toastmasters and they can join. Still need to work on getting more district leaders and members joining and using this communication platform for internal information. This is where District 8 Members can share documents and events within the district, also where advice and requests can be posted for help and getting the word out throughout the district. As a district leader, are you making use of this ...Such as asking for more functionaries for district speech contest & events.

2. Pathways acceptance ideas is gaining ground and district leadership is working making the transition to the New Pathways Program, easier for new and current members. Adding helpful resources, documents and materials for members to download and use as needed.

3. District 8 Marketing Events to get the word out to the local community and attract new members recently participated in a huge event, St. Louis Business Expo, April 23, 2019, at the St. Charles Convention Center, attended by businesses and professionals from all over the greater St. Louis Area, Western Missouri, and Southwestern Illinois. District 8 participated by hosting a booth to promote benefits of toastmasters and invite individuals to visit a District 8 Club near them.

Utilizing a form to collect individual contact information of those interested in more information and wanted to be contacted by a district 8 club, 22 name & information was collected,