

# Public Relations Manager Report - September 2019

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## **District 8 PR Support for Club Growth**

Request from Area 8 Director (Division F)

- *Connected with two of the three club Presidents to discuss PR strategies for club membership growth.*

Request from Division A Director

- *Coordinating date to connect to discuss PR strategies for club membership growth.*

Request from Division A/Area 9/Club VPPR - Speak Easy Toastmasters #5585

- *PR materials for Toastmasters table at organization's wellness event.*

Follow-up with SpeechCraft Coordinator

- *Connected to begin work on a District 8 newsletter article.*

Request from Division C/Area 6/Club VPPR - O'Fallon Toastmasters #994

- *Connected with Open House Committee for PR strategies and branding materials.*

## **Member Spotlight**

October 2019 - September 2020

1. STL Metro East (IL) - October 2019 / April 2020
2. Southern MO - November 2019 / May 2020
3. Southern IL - December 2019 / June 2020
4. STL and surrounding MO counties - January 2020 / July 2020
5. Springfield-Central IL - February 2020 / August 2020
6. Columbia-Jefferson City-Central MO - March 2020 / September 2020

## **PR Newsletter Spotlight**

September 2019 - News Release

October 2019 - Branding

November 2019 - PR internal communications for member retention

December 2019 - PR strategies for targeted marketing for club growth

## **Speech Contests (Area/Division/District)**

60 days - Save The Date; 30 Days out begin weekly posts.

- D8 Facebook/Twitter - Post graphic for sharing. Ask Division/Area Directors and Club VPPRs like and share to their TM club pages. Encourage club members to follow, like and share.

- Instagram - D8 graphic announcement to *Let The World Know* of club contests

- Announcement of winners to next level

- News release to appropriate area news media

## **Toastmaster Leadership Institute (TLI)**

60 days - Save The Date; 30 Days out begin weekly posts.

- D8 Member Facebook Group - Post graphic for sharing. Encourage sharing among club member groups.

- Instagram - D8 graphic announcement to *Let The World Know*

- Event photos/videos to D8 Facebook public Facebook and Instagram pages.

## **Annetta Works Salley**

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