



## Toastmasters Tips From Your Public Relations Officer



Hello Toastmasters,

"Happy Holidays!" Now that the holiday's are in full swing, this is a good time to review your PR efforts so far. Keep using what's working and fine tune other PR ideas to meet your club needs. Here are additional ideas to share with clubs for December:

- 1) Focus attention and intention on membership building - this concept is the topic of a Wayne Dyer's current book. While action is important, Dyer suggests that we need to focus our thoughts on what we want. Think about how many members you want attending your club meetings; visualize guests coming to the meeting and filling out a membership application, as well as a seeing full room of people attending your meetings. This has worked well for me as VP of membership.
- 2) Send a press release to your local newspaper - if your club elects new officers in December or replaces officers in December, send a press release announcing the new officers or officer changes to your newspaper. This gives your club an opportunity for additional promotion and member recognition.
- 3) Attend the Officer training - December, January, and February are mid-year training for club officers. This is an excellent chance to review your officer responsibilities, as well as work with your officer team on plans to meet your Distinguished Club goals for this year.
- 4) Create New Year's resolution flyers - many people set New Year's goals and I feel that improving communication skills is a popular resolution. If you've placed flyers in your office or other locations, replace them with this timely suggestion. Change the flyer look to generate new interest to the message.
- 5) Display your TM awards at work - whether it's a weekly ribbon as "Best Evaluator" or an award as "Toastmaster of the Year", show your officemates the awards you've received. A casual question about what your display is an opportunity to promote Toastmasters.

This week's bonus tip is the same as before -

5.5) The "Transierran" - we want to focus the District 39 newsletter on our member success stories. Who in your area has had their lives changed because of Toastmasters? So far only one Division Governor has sent me any names. The next issue of the "Transierran" will arrive after Christmas.

Send me your success story names, and they may be featured in the January "Transierran."

"When we long for life without difficulties, remind us that oaks grow strong in contrary winds and diamonds are made under pressure." -- Peter Marshal

Until next time,

*Larry Ducommun*

Larry Ducommun  
Toastmasters District 39 PRO  
pictureplus@chico.com  
530-893-4464 (w)  
530-899-0605 (h)