

As the vice president public relations you present your club to external audiences, which helps to attract new members.

The essence of the VP public relations role:

1. Promote the club to the local community.
2. Notify the media when your club does something newsworthy.

The responsibilities of the VP public relations:

1. Publicize the club.
2. Keep club website current.
3. Safeguard the Toastmasters brand, trademarks, and copyrights.

Scenarios and Solutions:

Before Club Meetings:

- Verify the club's themes, meeting times, and location are current for the following week.
- Order promotional materials for distribution by members.
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During Club Meetings:

- Distribute promotional materials to members for distribution at their workplace, school, etc.
- Report the results of public relations efforts, bringing newspaper clippings, printouts, and so on to share with the club.
- Announce the commencement of public relations campaigns.
- Solicit volunteers who may receive credit toward their Competent Leader award for lending a hand.
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Outside the Club Meeting:

- Publicize the Toastmasters brand.
- Promote the club to local media.
- Maintain a club website.
- Join a Toastmasters-moderated social networking website.
- Produce and distribute a club newsletter, preferably via email.
- Promote membership programs.
- Attend club executive committee meetings.
- Attend other Toastmasters events.
- Arrange for a replacement if unable to attend a club meeting.
- Prepare your successor for office.
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Participate in the executive committee.

- Provide a report on your public relations efforts since the last Executive Committee meeting.
- Propose new ideas to promote the club.
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Additional Resources:

- Club Leadership Handbook (Item 1310)
- Let the World Know (Item 1140)
- M/PR Newsletter
- Media Center
- PR Corner
- All About Toastmasters (Item 124)
- Distinguished Club Program and Club Success Plan (Item 1111)
- Brand Portal
- Marketing Resources
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