

# Toastmasters VPPR Quick Guide: Boost Your Club's Visibility

Welcome to your role as Vice President of Public Relations (VPPR)! This handout provides a snapshot of your responsibilities and resources to promote your Toastmasters club effectively.

## Key Responsibilities

- **Promote the Club:** Share club events, successes, and benefits through social media, newsletters, and local media.
- **Manage Communications:** Update the club's website, social media (e.g., X, Facebook, Instagram), and create engaging content.
- **Organize Event Publicity:** Advertise meetings, open houses, and contests to attract guests and members.
- **Maintain Branding:** Use Toastmasters logos and templates for a professional image (available at [www.toastmasters.org](http://www.toastmasters.org)).
- **Build Community Ties:** Connect with local organizations or media to expand your club's reach.
- **Track PR Efforts:** Monitor guest attendance and membership growth to measure success.

## Quick Tips for Success

- **Post Weekly:** Share one update (e.g., meeting highlight, member story) on Instagram, Facebook or other platforms.
- **Use Free Tools:** Try Canva ([www.canva.com](http://www.canva.com)) for posters or social media graphics.
- **Engage Guests:** Create welcoming posts with clear calls-to-action (e.g., "Join our open house on [date]!").
- **Collaborate:** Work with the VP of Membership to convert guests into members.

## Sample Social Media Post

"Ready to boost your public speaking skills? Join [Club Name] for our fun, supportive open house on [date] at [time]! Discover the Toastmasters difference. #Toastmasters #PublicSpeaking"

## Free Resources

- **Toastmasters International:** Download logos, templates, and PR guides at [www.toastmasters.org](http://www.toastmasters.org) (Resources > Brand Portal).
- <https://content.toastmasters.org/image/upload/02330-001-0001-brand-manual.pdf>
- <https://link.us-1.lytho.us/i/1690570343822b4a355d5-2212-4745-a8ca-2e53f2b9957c#block-d5273fac-d2c7-44fe-82e0-37afbecae19b>
- <https://www.toastmasters.org/resources/brand-portal>
- **Canva:** Free design tool for flyers and posts ([www.canva.com](http://www.canva.com)).
- **Buffer:** Schedule social media posts ([www.buffer.com](http://www.buffer.com)).
- **Local Media:** Contact community newspapers or bulletin boards for free event listings.

## Your Next Step

Write down one PR action you'll take this week (e.g., post on X, email a local library about your club). Share it with a club officer for accountability!

*Need help? Reach out to your club's leadership or district PR team.*

# Crafting Your Club's Story: 30-Second Elevator Pitch Handout

**Purpose:** Create a concise, compelling pitch to promote your Toastmasters club, capturing its unique story and inviting others to join.

## Structure for a 30-Second Elevator Pitch

1. **Hook (5–10 seconds):** Grab attention with a bold statement, question, or vivid image about your club.
  - Example: “Ever freeze during a big presentation?”
2. **Club Story (15–20 seconds):** Highlight your club’s unique vibe, benefits, and community using 1–2 sentences.
  - Example: “PRPRO Toastmasters is a vibrant community where professionals turn nerves into confidence through supportive public speaking practice.”
3. **Call to Action (5 seconds):** Invite the listener to take a specific next step.
  - Example: “Join us this Thursday at 7 PM—Start your journey today!”

## Tips for Success

- **Be Passionate:** Show enthusiasm to make your pitch memorable.
- **Use Vivid Words:** Choose descriptive words like “transform,” “thrive,” or “inspire.”
- **Keep It Short:** Aim for 50–75 words to fit 30 seconds.
- **Practice:** Rehearse to sound natural, not robotic.

## Template

[Hook]! [Club Name] is a [adjective] community where [target audience] can [benefit] by [action].  
[Call to action].

## Example Pitch

“Scared of public speaking? PRPRO Toastmasters is a supportive community where professionals build confidence and leadership through fun, engaging meetings. Join our next meeting on Thursday at 7 PM—you’ll be engized in the supportive environment!”

### **Your Turn**

Write your pitch below:

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### **Action Step**

- Practice your pitch with a partner during the session.
- Deliver it to a friend or colleague within 24 hours to promote your club!

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# Digital PR in Action: Amplifying Your Toastmasters Club

**Purpose:** Equip Vice Presidents of Public Relations (VPPRs) with practical strategies and tools to promote their Toastmasters club using digital platforms effectively.

## Why Digital PR Matters

- **Reach:** Connect with a broader audience beyond local networks.
- **Engagement:** Build excitement with compelling visuals and stories.
- **Impact:** Drive guest attendance and member retention through consistent messaging.

## Key Digital Platforms for Toastmasters

1. **FreeToastHost Website:** Your club's digital home; update with meeting details, testimonials, and photos.
2. **Social Media:**
  - **Facebook/LinkedIn:** Share member stories and event invites for professionals.
  - **Instagram:** Post vibrant visuals of meetings or member achievements.
  - **X:** Quick updates, hashtags (#Toastmasters, #PublicSpeaking), and event promotions.
3. **Email Newsletters:** Use tools like Mailchimp for monthly club updates.
4. **Github/netlify** — use AI to build site or promotion.
5. **AI Tools** - [Grok.com](https://grok.com) , [chat.deepseek.com](https://chat.deepseek.com), <https://chat.openai.com/> ||create content||

## Creating a Winning Social Media Post

**Formula:** [Engaging Hook] + [Club Benefit] + [Call to Action]

**Example:**

"Nervous about speaking in public? Join PRPRO Toastmasters to gain confidence in a fun, supportive community! RSVP for our next meeting on July 30 at 7 PM: [link]. #Toastmasters"

**Tips:**

- Use high-quality visuals (e.g., Canva.com for free templates).
- Keep posts short (50–100 words for X, 100–150 for others).
- Include a clear call to action (e.g., "RSVP now!" or "DM for details").
- Post consistently (1–2 times per week).

## Free Tools to Boost Your Digital PR

- **Canva (canva.com):** Create flyers, social media graphics, and banners.
- **Bitly (bitly.com):** Shorten links for cleaner posts.
- **Google Analytics:** Track website or event page visits (integrate with FreeToastHost).
- **Later (later.com):** Schedule social media posts for consistency.

## 3-Step Digital PR Action Plan

1. **Create Content:** Design one social media post or flyer for your next club meeting.
  - Example: Share a member testimonial with a meeting invite.
2. **Schedule & Share:** Post on one platform (e.g., X or Instagram) within 48 hours.
  - Use hashtags: #Toastmasters, #PublicSpeaking, #[YourClubName].
3. **Track Results:** Check RSVPs or guest attendance to measure impact.
  - Tip: Ask guests how they heard about your club!

## Your Action Plan

Write your 3-step plan below:

1. **Content:** \_\_\_\_\_
2. **Schedule/Share:** \_\_\_\_\_
3. **Track:** \_\_\_\_\_

## Resources

- **Toastmasters Branding:** Download logos and guidelines at toastmasters.org.
- **Canva Templates:** Search “Toastmasters” on Canva for club-specific designs.
- **District 106 Support:** Contact District PR Manager Leo Smith, DTM, for guidance.

**Challenge:** Post your first digital PR content within 48 hours and share the link with your club leadership team for feedback!



# Creative Club Promotion Ideas for Toastmasters

As part of the District Public Relations team's commitment to empowering Toastmasters clubs, this handout provides innovative alternatives to traditional open houses for promoting your club to the public. Designed for the Toastmasters Leadership Institute, these 10 workshops and 10 unique event formats showcase the value of Toastmasters through engaging, interactive experiences that highlight public speaking, leadership, and community. Use these ideas to attract new members and energize your club's outreach efforts!

## Workshops

1. **Unleash Your Inner Orator**

Participants build powerful public speaking skills through interactive exercises like impromptu storytelling and vocal projection techniques. Attendees practice delivering short, impactful speeches, receiving real-time feedback from Toastmasters members to boost confidence and presence. The meeting ends with a mini-speech contest to showcase progress.

2. **Master the Art of Persuasion**

Learn persuasion techniques, such as crafting compelling arguments and using body language effectively. The meeting includes role-playing scenarios (e.g., pitching an idea) and a group activity where attendees debate lighthearted topics to practice influence, guided by Toastmasters mentors.

3. **Storytelling That Captivates**

Dive into the art of storytelling, learning how to structure narratives for emotional impact. Members and guests craft and share short personal stories, with Toastmasters providing tips on pacing, humor, and audience engagement. A fun group story-building exercise closes the session.

4. **Conquer Stage Fright**

Focused on overcoming public speaking anxiety, this workshop offers practical techniques like breathing exercises and visualization. Attendees participate in low-pressure speaking activities, such as sharing a fun fact about themselves, with Toastmasters members offering encouragement and strategies to build confidence.

5. **Dynamic Voice, Dynamic You**

Explore vocal variety—pitch, tone, and pacing—to enhance speaking impact. Participants engage in vocal warm-ups, read passages with different emotions, and receive feedback. The meeting includes a playful “voice acting” segment where attendees narrate short scripts.

6. **Lead with Words**

Aimed at aspiring leaders, this workshop teaches how to inspire and motivate through

communication. Attendees practice delivering motivational speeches and participate in a group activity to craft a vision statement. Toastmasters demonstrate leadership roles like meeting facilitation.

7. **Humor That Connects**

This lighthearted session teaches how to inject humor into speeches without fear. Participants share funny anecdotes, learn comedic timing, and try delivering punchlines. The meeting ends with a “comedy roast” of a fictional character, guided by Toastmasters.

8. **Pitch Perfect: Sell Your Ideas**

Learn to craft concise, compelling pitches for professional or personal settings. The meeting includes a workshop on elevator pitches, with participants presenting to the group and receiving feedback. A mock “shark tank” activity lets guests pitch fun ideas to Toastmasters “investors.”

9. **Speak to Inspire**

Focused on inspirational speaking, this workshop teaches attendees how to connect emotionally with audiences. Participants deliver short motivational talks and engage in a group exercise to identify their “why.” Toastmasters showcase examples of inspiring speeches.

10. **Effective Feedback for Growth**

Highlighting the Toastmasters approach to giving and receiving constructive feedback, attendees practice delivering short speeches and providing feedback to peers using the “sandwich” method. The meeting includes a demonstration of how Toastmasters evaluations foster growth.

## Other Event Formats

1. **Speakers Showcase: Voices of Impact**

A polished event where Toastmasters members deliver their best speeches, ranging from humorous to inspirational, to demonstrate the club’s value. Guests are invited to give a short impromptu speech (optional) and mingle with members to learn about the Toastmasters journey.

2. **Leadership Hacks: Communicate Like a Boss**

Combines a panel discussion with Toastmasters leaders sharing communication tips for leadership roles, followed by interactive breakout sessions. Guests participate in activities like leading a mock meeting or solving a team challenge, highlighting Toastmasters’ leadership training.

3. **Murder Mystery Toastmasters Meeting**

A themed meeting where attendees solve a fictional murder mystery through improvised speeches and role-playing. Each participant takes on a character, delivering clues as speeches, while Toastmasters facilitate and evaluate. The event blends fun with public speaking practice.

4. **Improv Night: Think on Your Feet**

A lively event focusing on impromptu speaking through improv games like “Table Topics” on steroids or “Whose Line Is It Anyway?”-style scenarios. Guests join in low-pressure, humorous speaking challenges, showcasing how Toastmasters hones quick thinking.

5. **Debate Night: Clash of Ideas**

A spirited debate event where attendees and members tackle fun, accessible topics (e.g., “Is pineapple on pizza a crime?”). Guests can participate or observe as Toastmasters demonstrate structured arguments, showcasing persuasive skills and respectful discourse.

6. **Story Slam: Share Your Spark**

Modeled after a poetry slam, this event invites members and guests to share 3-minute personal stories on a theme (e.g., “A Moment That Changed Me”). Toastmasters provide feedback and share polished stories, creating an emotional, engaging atmosphere.

7. **Career Booster: Communication for Success**

Targets professionals, featuring Toastmasters members sharing how communication skills advanced their careers. Guests participate in a mock job interview or networking scenario, receiving feedback and learning about Toastmasters’ career benefits.

8. **Toastmasters TED Talk Night**

Inspired by TED Talks, members deliver short, impactful speeches on big ideas, followed by a Q&A. Guests are invited to share a 1-minute “idea worth spreading” in a Table Topics segment, highlighting Toastmasters’ ability to refine powerful presentations.

9. **Game Show Toastmasters: Speak to Win**

A fun, game-show-style meeting with speaking challenges modeled after “Jeopardy!” or “Family Feud.” Guests and members answer prompts in teams, practicing impromptu speaking and collaboration, with Toastmasters facilitating and showcasing club roles.

10. **Vision Board Speech Party**

Attendees create mini vision boards (provided materials) and deliver short speeches about their goals. Toastmasters guide the process, offering feedback and sharing their own goal-oriented speeches, emphasizing personal growth through communication.



# Supercharge Your Club: 10 Epic Strategies for Growth and Impact

As the District Public Relations team, we're thrilled to share this dynamic handout at the Toastmasters Leadership Institute to ignite your club's potential! Packed with 10 bold, actionable strategies, this guide equips club officers and members with creative tools to boost membership, enhance engagement, and amplify your club's presence in the community. Each strategy includes a description, a quick-start tip, and a Toastmasters tie-in to align with our mission of empowering communication and leadership. Use this handout to spark ideas, inspire action, and make your club the talk of the town!

## 1. Host a Signature Event

**Description:** Create a flagship event, like a "Speak-Off Spectacular" or themed meeting (e.g., Hollywood Night), to showcase your club's unique vibe and attract new members.

**Quick-Start Tip:** Plan a themed meeting with a fun twist, like a costume contest or storytelling slam, and promote it on social media with eye-catching graphics.

**Toastmasters Tie-In:** Leverage Pathways projects like "Inspire Your Audience" to prepare members for delivering standout speeches at the event.

## 2. Launch a Social Media Blitz

**Description:** Build an online presence with engaging content like member spotlights, speech tips, or behind-the-scenes videos to draw in prospective members.

**Quick-Start Tip:** Post a weekly "Toastmasters Tip" video (30 seconds) on Instagram or LinkedIn, featuring a member sharing a public speaking hack.

**Toastmasters Tie-In:** Use the "Managing a Public Relations Program" project in Pathways to assign roles for content creation and scheduling.

## 3. Partner with Local Organizations

**Description:** Collaborate with libraries, universities, or businesses to co-host workshops or speaking events, expanding your club's reach.

**Quick-Start Tip:** Reach out to a local library to offer a free "Confidence in Public Speaking" workshop led by club members.

**Toastmasters Tie-In:** Incorporate the "Building a Social Media Presence" project to promote the partnership and track engagement.

## 4. Create a Member Mentorship Program

**Description:** Pair new members with experienced Toastmasters to foster growth, retention, and a sense of community.

**Quick-Start Tip:** Assign mentors at the next meeting and set up a 10-minute monthly check-in to discuss goals and progress.

**Toastmasters Tie-In:** Align with the “Mentoring” project in Pathways to formalize mentor training and responsibilities.

## 5. Gamify Club Meetings

**Description:** Add game-show-style elements, like “Speech Jeopardy” or “Table Topics Trivia,” to make meetings fun and engaging.

**Quick-Start Tip:** Host a “Speech Jeopardy” meeting where members answer prompts for points, with prizes like a Toastmasters pen for winners.

**Toastmasters Tie-In:** Use the “Leading Your Team” project to train officers in facilitating interactive, high-energy meetings.

## 6. Offer a Community Service Project

**Description:** Organize a club-led initiative, like a charity speech-a-thon or public speaking workshop for local youth, to showcase Toastmasters’ impact.

**Quick-Start Tip:** Plan a speech-a-thon where members deliver speeches to raise funds for a local cause, inviting the community to attend.

**Toastmasters Tie-In:** Tie to the “Lead in Any Situation” project to develop leadership skills through community outreach.

## 7. Develop a Club Newsletter

**Description:** Publish a monthly newsletter with member achievements, upcoming events, and speaking tips to keep members engaged and attract prospects.

**Quick-Start Tip:** Use a free tool like Canva to design a simple newsletter and email it to members and local contacts.

**Toastmasters Tie-In:** Assign the “Write a Compelling Blog” project to members to contribute articles, building their writing and PR skills.

## 8. Host a Guest Speaker Extravaganza

**Description:** Invite a Distinguished Toastmaster (DTM) or local leader to deliver a keynote, drawing crowds and showcasing Toastmasters’ network.

**Quick-Start Tip:** Contact a DTM in your district to speak at your next meeting and promote it as

a free community event.

**Toastmasters Tie-In:** Use the “Distinguished Toastmasters” project to inspire members to aim for high-level achievements.

## 9. Run a Referral Challenge

**Description:** Encourage members to bring guests by offering incentives, like a “Top Recruiter” award, to boost membership growth.

**Quick-Start Tip:** Announce a 30-day challenge where the member who brings the most guests wins a Toastmasters mug or certificate.

**Toastmasters Tie-In:** Align with the “Motivate Others” project to encourage members to promote the club enthusiastically.

## 10. Create a “Toastmasters Taster” Mini-Course

**Description:** Offer a 4-week mini-course for guests, covering basics like impromptu speaking and evaluations, to convert them into members.

**Quick-Start Tip:** Design a 30-minute weekly session with one speech, one evaluation, and a Table Topics segment, open to the public.

**Toastmasters Tie-In:** Use the “Develop Your Vision” project to structure the course and measure its success in member conversions.

## Call to Action

Pick one strategy to implement in the next 30 days and share your results with your District Public Relations team! Visit [toastmasters.org](https://toastmasters.org) for additional resources, including Pathways projects, marketing templates, and club success plans. Let’s supercharge your club and make this Toastmasters year unforgettable!





# Launch Legends: 10 Blockbuster Ideas to Skyrocket Your Club's Success

The District Public Relations team is pumped to present this explosive handout for the Toastmasters Leadership Institute, crafted to propel your club to new heights! As District PR Manager Leo Smith, DTM, I've curated 10 blockbuster ideas to ignite membership growth, supercharge engagement, and make your club a community sensation. Each idea includes a bold strategy, a quick-launch tip, and a Toastmasters connection to align with our mission of empowering communicators and leaders. Grab these ideas, rally your club, and let's make your Toastmasters story legendary!

## 1. Epic Speech Marathon

**Strategy:** Host a 2-hour speech marathon where members deliver their best speeches back-to-back, inviting the public to witness the power of Toastmasters.

**Quick-Launch Tip:** Promote a "Speechapalooza" on Eventbrite with a catchy theme like "Voices That Inspire," and offer refreshments to draw a crowd.

**Toastmasters Connection:** Encourage members to use Pathways' "Inspire Your Audience" project to prepare show-stopping speeches.

## 2. Viral Video Challenge

**Strategy:** Create a club video challenge where members record 1-minute speech clips on a theme (e.g., "My Toastmasters Moment") and share them online.

**Quick-Launch Tip:** Use a free tool like CapCut to edit clips into a montage and post on TikTok or YouTube with #ToastmastersLegends.

**Toastmasters Connection:** Tie to the "Building a Social Media Presence" project to develop digital PR skills.

## 3. Community Hero Spotlight

**Strategy:** Invite a local hero (e.g., firefighter, teacher) to speak at your meeting, drawing their network and showcasing Toastmasters' community focus.

**Quick-Launch Tip:** Reach out to a local charity or school to find a speaker and promote the event on community boards.

**Toastmasters Connection:** Use the "Connect with Your Audience" project to help members craft introductions for the guest.

## 4. Toastmasters Talent Show

**Strategy:** Host a talent show where members combine speeches with talents (e.g., singing, poetry) to create a fun, public-facing event.

**Quick-Launch Tip:** Organize a “Toastmasters Got Talent” night with a sign-up sheet for acts and invite the public via social media.

**Toastmasters Connection:** Align with the “Present a Proposal” project to plan and pitch the event to club leadership.

## 5. Speed Networking Night

**Strategy:** Run a fast-paced networking event where members and guests practice 1-minute elevator pitches in a round-robin format.

**Quick-Launch Tip:** Set up tables with timers for 1-minute pitch exchanges and provide a pitch template for guests.

**Toastmasters Connection:** Leverage the “Effective Body Language” project to teach participants how to shine during pitches.

## 6. Public Speaking Bootcamp

**Strategy:** Offer a free, 1-day bootcamp teaching public speaking basics, converting attendees into members with a special join offer.

**Quick-Launch Tip:** Host a 2-hour session with mini-speeches and evaluations, and hand out Toastmasters flyers with a QR code to join.

**Toastmasters Connection:** Use the “Introduction to Toastmasters Mentoring” project to pair attendees with member mentors.

## 7. Toastmasters Podcast Launch

**Strategy:** Start a club podcast featuring member stories, speech tips, and leadership insights to attract a wider audience.

**Quick-Launch Tip:** Record a 10-minute episode using a free platform like Anchor.fm and share it on social media.

**Toastmasters Connection:** Assign the “Create a Podcast” project to members to develop episodes and build skills.

## 8. Flash Mob Speech Event

**Strategy:** Stage a surprise public speaking event in a local park or mall, with members delivering short speeches to captivate passersby.

**Quick-Launch Tip:** Plan a 15-minute “pop-up” speech session with 3-4 members and hand out

club business cards.

**Toastmasters Connection:** Use the “Manage Projects Successfully” project to organize the logistics and promotion.

## 9. Member Milestone Celebration

**Strategy:** Host a public event celebrating member achievements (e.g., Pathways levels, CC awards) to showcase growth and attract prospects.

**Quick-Launch Tip:** Create a “Toastmasters Triumph Night” with certificates and short speeches, inviting friends and family.

**Toastmasters Connection:** Tie to the “Motivate Others” project to inspire members to celebrate and recruit.

## 10. Storytelling Festival

**Strategy:** Organize a festival where members and guests share 5-minute stories on a theme (e.g., “Turning Points”), open to the community.

**Quick-Launch Tip:** Partner with a local coffee shop to host the event and promote it with a hashtag like #ToastmastersTales.

**Toastmasters Connection:** Use the “Develop a Communication Plan” project to create a storytelling event that draws a crowd.

## Your Mission: Launch a Legend!

Choose one idea to launch within 60 days and share your success story with the District PR team! Visit [toastmasters.org](https://toastmasters.org) for tools like the Club Success Plan, Pathways resources, and marketing templates. Let’s make your club a blockbuster hit in District 106!



# Toastmasters Turbocharge: 10 Game-Changing Plays to Dominate Club Growth

From your District Public Relations team, led by District PR Manager Leo Smith, DTM, comes a powerhouse handout for the Toastmasters Leadership Institute! These 10 game-changing plays are designed to turbocharge your club's growth, electrify member engagement, and cement your club as a community cornerstone. Each strategy includes a bold idea, a "Launch Now" tip to hit the ground running, and a Toastmasters connection to leverage Pathways and club resources. Get ready to dominate your club's success and make District 106 legendary!

## 1. Blockbuster Guest Day Extravaganza

**Strategy:** Host a high-energy guest day with themed speeches, interactive Table Topics, and a membership pitch to convert visitors on the spot.

**Launch Now Tip:** Create a "Toastmasters Superhero Day" with members delivering hero-themed speeches and promote it via local Facebook groups.

**Toastmasters Connection:** Use the "Engage Your Audience" project in Pathways to craft compelling guest-day speeches.

## 2. TikTok Speech Showdown

**Strategy:** Challenge members to create 15-second speech videos for TikTok, showcasing their skills and inviting viewers to join the club.

**Launch Now Tip:** Record a member giving a quick speaking tip (e.g., "How to Nail Your Intro") and post with #ToastmastersTurbo.

**Toastmasters Connection:** Tie to the "Building a Social Media Presence" project to teach members video creation and promotion.

## 3. Corporate Club Takeover

**Strategy:** Partner with a local company to pitch a corporate Toastmasters club, expanding your reach and membership base.

**Launch Now Tip:** Email HR managers at nearby businesses with a 1-page proposal highlighting Toastmasters' workplace benefits.

**Toastmasters Connection:** Use the "Develop a Communication Plan" project to create a persuasive pitch for corporate partnerships.

## 4. Flash Feedback Frenzy

**Strategy:** Host a meeting focused on rapid, constructive feedback, inviting guests to give mini-speeches and experience Toastmasters evaluations.

**Launch Now Tip:** Run a 1-hour meeting with 2-minute guest speeches and 1-minute evaluations, handing out feedback tip sheets.

**Toastmasters Connection:** Align with the “Evaluate to Motivate” project to train members in delivering impactful feedback.

## 5. Pop-Up Speech Booth

**Strategy:** Set up a public speaking booth at a community event (e.g., farmers market) where passersby can try a 1-minute speech with coaching.

**Launch Now Tip:** Reserve a booth at a local fair, bring a microphone, and offer “Speak for a Sticker” to draw crowds.

**Toastmasters Connection:** Leverage the “Manage Projects Successfully” project to plan and execute the booth logistics.

## 6. Mentor Match Mania

**Strategy:** Launch a mentorship program with a fun twist, like a “speed mentoring” event where new members meet multiple mentors.

**Launch Now Tip:** Host a 30-minute speed mentoring session at your next meeting, with 5-minute mentor-mentee chats.

**Toastmasters Connection:** Use the “Introduction to Toastmasters Mentoring” project to train mentors for success.

## 7. SpeechCraft Showcase

**Strategy:** Run a 6-week SpeechCraft program for the public, teaching speaking basics and funneling participants into club membership.

**Launch Now Tip:** Advertise a SpeechCraft series at a local library, charging a small fee to cover materials and promote via flyers.

**Toastmasters Connection:** Tie to the “Lead in Any Situation” project to develop leadership skills through program facilitation.

## 8. Virtual Reality Speech Night

**Strategy:** Host a virtual meeting with a futuristic twist, using Zoom backgrounds or VR-inspired themes to make speeches unforgettable.

**Launch Now Tip:** Create a “Speak in Space” meeting where members use sci-fi Zoom

backgrounds and deliver themed speeches.

**Toastmasters Connection:** Use the “Using Presentation Software” project to enhance virtual meeting creativity.

## 9. Community Impact Challenge

**Strategy:** Organize a club project, like a public speaking workshop for teens or a charity speech event, to boost visibility and goodwill.

**Launch Now Tip:** Partner with a local school to offer a free “Confidence for Kids” workshop led by club members.

**Toastmasters Connection:** Align with the “Plan and Implement” project to coordinate impactful community outreach.

## 10. Toastmasters Time Capsule

**Strategy:** Create a club “time capsule” event where members share speeches about their vision for the club’s future, inviting guests to join the legacy.

**Launch Now Tip:** Host a meeting where members record 2-minute “future vision” speeches, compile them into a video, and share online.

**Toastmasters Connection:** Use the “Develop Your Vision” project to inspire members to articulate long-term goals.

## Your Playbook for Greatness

Pick one play and launch it within 45 days to turbocharge your club! Share your wins with the District PR team and visit [toastmasters.org](https://toastmasters.org) for resources like the Club Success Plan, Pathways projects, and promotional tools. Let’s make District 106 the epicenter of Toastmasters excellence!

