

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).
- **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) 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 (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).
- **Buffer:** Schedule social media posts (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.