

CLUB VPPR CHECKLIST – *20 Steps to Success* (revised 29/06/2024)

Sl. No	ACTIVITY	Deadline	YES	REMARKS
1	You have access to the Digital PR Kit from District 105	Now		
2	Form a VPPR team with 3 club members, Assign roles and responsibilities to members of your team	Immediate		
3	Have creative / TMI branded invitations for all your club meetings	Now		
4	Your club is present on social media	Always		
5	You are the admin of those pages	Ongoing		
6	Your team members have editing rights on those pages	Always		
7	Make sure you and your club members are members of your respective Area, Division and District social media groups	Immediate, Ongoing		
8	Encourage your members to join District 105 Facebook, Instagram, YouTube, LinkedIn and Podcast pages	Immediate, Ongoing		
9	You have planned at least 3 PR promotional events for the club.	Immediate		
10	Plan to produce & publish 1 newsletters to get valuable HOF points, eligibility for Digital Yearbook Awards .	31/03/2025		
11	Apply for Flyer of the month Award	5 th of every month		
12	Encourage Members to write blogs with 150-600 words on district website on Communication, Leadership & Sharing Knowledge topics and apply for Blog Buster Award	25 th of every month		
13	If yours is a corporate club. Collate all supporting initiatives of the company and apply for Corporate Spotlight Award	15/04/2025		
14	Design 6 different creative artworks for Members, Clubs, Areas, and Divisions strictly following the brand guidelines and apply for Top 3 Creative Designers Award	15/04/2025		
15	With the help of team members and club members make a 5–10-minute video showcasing how Toastmasters has transformed the life of a fellow Toastmaster and apply for Inspiring Vlog of the Quarter	Q1 – 25 th Sep 2024 Q2 – 25 th Dec 2024 Q3 – 25 th Mar 2025		
16	With the help of team members and club members make podcasts on given topics and apply for Stellar Podcast Award			
17	With help of club members initiate the CSR activity each quarter and capture the moments in the form of a photo album/video and apply for CSE excellence award			
18	With help of club members capture and create a photo portfolio of 5 to 10 images that narrate the story of Toastmastering, mentoring, networking, and club camaraderie and apply for Toastmasters lens award			
19	If yours is an Arabic club apply also for Arabic Poster Award			
20	Apply for VPPR of the Quarter Award on completion of below activities listed in the attached VPPR of the quarter checklist			

VPPR of the quarter Checklist

Establish Social Media Account/s for the Club		Mandatory
Take a Canva Pro Subscription from the D105		Mandatory
1	Social media campaign	Create, and publish brand-compliant posters related to club weekly/education/special sessions (four per month). Last date of submission is 25th of March 2025
2	Gratitude reel	Encourage members to create one reel (Max. duration of 59 seconds) each month showing their gratitude towards the club/mentors. Last date of submission is 25th of March 2025
3	Guest Experience	Record and publish the experience of one Non-Toastmaster guest who attended a session, in the form of a video, each month . Last date of submission is 25th of March 2025
4	Establish PR plan	Create & submit the Club PR plan (with min. 10 PR initiatives/activities) as per the VPPR checklist – Once a Year . Last date of submission is 25th of March 2025
5	Executing the PR plan	Execute at least 4 activities per quarter from the Club PR plan. Last date of submission is 25th of March 2025
6	CSR initiative	Record the great moments from the Club CSR initiative in the form of a Photo album or Video – Once a Year . Last date of submission is 25th of March 2025
7	Foster Positive Relationships within the club	Create & Publish members' Achievements within and outside the club. (Educational/ Membership). Last date of submission is 25th of March 2025
8	Encourage their club members to participate in PR Member award categories	Min. four members and 1 submission per member before 25th of March 2025
9	Creative Centenary Video Greetings	Produce a creative, unique and brand compliant centenary greetings of your club by 15th September 2024
10	Creative Centenary Digital Greeting Card	Design a creative and compliant digital greeting card by 15th of September 2024