



# DISTRICT 64 TOASTMASTERS

## Where Leaders Are Made

Manitoba, NW Ontario & NW Minnesota



## Multi-year Public Relations Plan

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# Multi-year Public Relations Plan

District 64 Toastmasters– 2020 to 2023

## Toastmasters International Mission

We empower individuals to become more effective communicators and leaders.

## District Mission

We build new clubs and support all clubs in achieving excellence.

## Club Mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

## Toastmasters International Core Values

- Integrity
- Respect
- Service
- Excellence

## Toastmasters International Envisioned Future

To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development.

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**Plan Purpose:** The purpose of this Multi-year Public Relations Plan is to build a reliable, consistent base of programs, tools and celebrations, year over year, that will ensure we leverage member funds and member efforts to maximize the promotion of the Toastmasters Brand within our communities, which in turn will lead to community interest, member retention and club growth. This particular plan will culminate in 2023, which is just 2 years before the 100<sup>th</sup> Anniversary of the establishment of Toastmasters. Hopefully, we can extend the plan to include the celebrations that will be held in the 2024 to 2025 leadership year. During 2024 Toastmasters will have been in Manitoba 80 years and the District will have been serving member clubs for 65 years. All these are major milestones to celebrate.

## The Eight Steps Developing This Plan:

1. Know the product – brand awareness
2. Establish the target market
3. Set some realistic goals
4. Develop strategies to support the goals
5. Come up with “eye catchers” or “attention getters”
6. Plan communications efforts
7. Evaluate the progress, refocus
8. Start all over again

## The Eight Steps Expanded

### **1 - Know the product – brand awareness:**

Our brand is well defined by Toastmasters International and symbolized by their logo. However, we want to ensure that message is always front and centre in everything our District and member clubs say and do. We do not want to distort it with Pathways, Rotary, or any future alliances or partnerships.



Our imagery for the District brand would be as such (this based on latest branding messages from Toastmaster WHQ).



### **2 – Establish the Target Market:**

The challenges we have in designating a “Target Market” at the District level is that our geography covers a large urban market (80% of clubs are in Winnipeg), several smaller urban markets (Brandon, Portage, Steinbach, & Selkirk), many small rural communities, several northern isolated communities (in two different provinces) and one small city international operation in Minnesota. The risk in targeting one single segment could cause an opportunity to be missed in a competing segment.

Our District has a well-established “senior” over age 60 generation. As that membership ages out we have a major need to reach out, and gain membership, from several younger generations. We lack an abundance of “cuspers” that can successfully interact with both older and younger generations.

Some necessary targeting from a District level (simply because of demographics):

- University/College Students through actual on campus Clubs
  - U of Manitoba enrollment 30,000
  - Red River College enrollment 21,000
  - U of Winnipeg enrollment 9,500
  - U of Brandon enrollment 3,500
- Working class individuals via Corporate Clubs
- High school students through Youth Leadership operations

Corporate based clubs have become easier to manufacture in recent years when combined with Region Advisor visits, more focus from TI WHQ, and the ease of construction. However, strategies will need to be put in place to ensure each

Corporation sees true return on investment so the clubs endure over time (specialized training geared to Corporations rather than typical Club Officer Training).

University and College clubs, because of the nomadic nature of students, are harder to establish and support. Regardless, strategies do need to be developed and supported in that market for future survival.

Individual Clubs may have differing distinct target markets so will need to be more self-sufficient in marketing and public relations. While the main focus of the District will be to produce an overall Public Relations strategy for brand awareness, the District will also need to provide more detailed education, training and resources for individual clubs so they can successfully go after their unique market.

### **3 – Set some realistic goals:**

To make the task of Public Relations more productive the District should establish some consistent, year over year, programs or events, that have a public appeal (many of our current events are mainly internal – Fall Rally, Fall TLI, Spring TLI, Spring Convention).

Our proposed Public Relations event goals will be:

- Two (2) Major/Medium Events each season.
- Four (4) Minor Events geared toward Clubs each season.
- A Twitter/Facebook/LinkedIn/Instagram post every 3 days (we could craft each post so it will suit all 4 platforms, or minimize need to adjust).
- Post an article of public interest on the District Blog every 2 weeks.

### **4 – Develop strategies to support the goals:**

To support the District Goals listed above we need to develop District wide strategies in order to ensure success. These are:

Two (2) Major/Medium Events each season (which hold interest to the public):

- A fall event - based in October
  - Declare the third week in October as Toastmasters Week.
  - Commit to do this annually.
  - Make use of our “**toastmastersweek.com**” domain name registered by our Webmaster in 2019.
  - If obtaining proclamations work must begin in late July to give governing bodies time to digest and declare by early September so media releases can be sent out early enough to publicize.

Note: since there is no longer a fall convention, or contests, clubs have time to focus on this event.

- A spring event – The International Speech Contest. Look at ways to expand public interest such as live streaming.

We have declared Toastmasters Week for 2 seasons while combining it with various Proclamations (Provincial, City, Town, etc.). It does create extra energy in the clubs. Some anecdotal evidence from this past year, 2019, had one club

hosting an event every noon hour during the week, and another club obtaining 2 radio spots and newspaper coverage. While we garnered CTV coverage last year we were not able to replicate again this year (personally I think the two Elections, Federal and Provincial, along the same timeline took over news coverage).

The International Speech contest is the ultimate speaker's goal. However, it does not currently have a great public appeal (I believe we charge \$10 to attend). We would have to morph that into something we can promote as a "must go" event and discover how that would equate to guests at our clubs.

Four (4) Minor Events each season (more of a club effort):

- These would be more "Club" promoted rather than District wide promotion.
- District would provide support through resources and training.
- Every few months clubs would host an event (open house, themed meeting, education session, etc.)
- These would have public focus in mind to support media promotion.
- Examples:
  - o September – Back to School
  - o December/January – New Year's Resolutions
  - o February/March – Talk Up Toastmasters
  - o May/June – Beat The Clock

A Twitter/Facebook/LinkedIn/Instagram post every 3 days

Need to expand use of this medium. We need to be posting material and sharing with whatever means possible. Three things need to happen:

- 1 – Education for all clubs on productive use of Social Media being very specific on how to expand the club's reach.
- 2 – Education on content preparation.
- 3 – Actual posting of material, members liking or sharing.

Optional - assign a rotation of club responsibility for posting. That ensures a variety of content generators and expands the talent pool. They provide to central posting who reviews and posts.

## **5 – Come up with "Eye Catchers" or "Attention Getters:"**

In order to capture media attention we need events and/or media releases that are of interest to the public.

At the District level those would be:

Toastmasters' week in October.  
International Speech contest in spring.  
Host a mini Ted X event such as Career Workshop (see Young Professionals).  
Special Guest visit such as Region Advisor, Accredited Speaker, or Board Member.  
Communication and Leadership award at Spring Convention.  
New District Officer positions announced in May.

New programs launched by Toastmasters, such as Pathways and Rotary alliance.

At the Club level these would be:

Special club meeting events – ie: Open House, special educational  
Participation in Toastmasters' week in October  
International Speech contest winners locally  
New Club Officer positions locally announced in May

Each year select the events to plan (preferably before June Club Officer Training).

## **6 – Plan communications efforts:**

This would be our whole catalog of media contacts, timing, content and responsibilities.

Need content templates, media release templates, media contact information. This would involve multiple training sessions:

Club member training – VPPR – actual hands on documents

This would feed in nicely to the Toastmasters WHQ Public Relations Communications Plan spreadsheet.

## **7 – Evaluate the progress, refocus:**

Some interesting questions to help analyse might be:

- Did we hold both of our 2 major/medium events?
- Did they both have a public interest side to them?
- Were media releases sent to all contacts?
- Did the media outlets publish our releases?
- What more could be done to create media interest?
- Did the clubs fulfill the 4 minor sized club events?
- Did they send out media releases, were they published?
- Did we gain guests, members, from these programs?

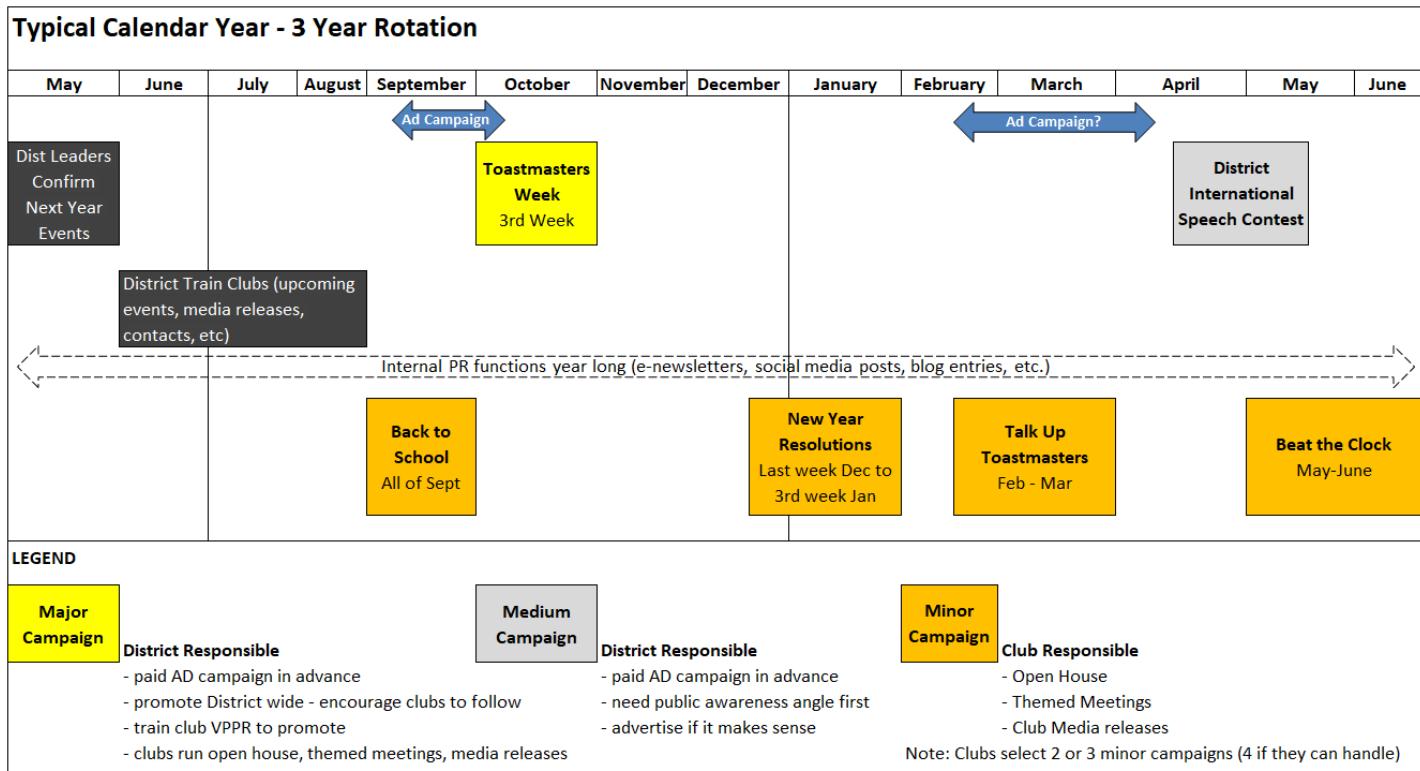
As well we could take a step back each year to understand if the 2 major/medium events are actually working for us, if the 4 minor club events are working for them. Surveys could be established to get feedback from Clubs and event organizers.

Clubs could monitor media success in their own market and forward examples of successful promotion to the Public Relations Manager for future training sessions.

## **8 – Start all over again:**

Since this is a multi-year plan late May would be a good time to review the current and future year's plan with the outgoing and incoming District Leaders to ensure it is a valid plan. Adjustments could be made at this time to allow adding a new 3<sup>rd</sup> year to the plan so it flows another 3 years.

## Multi-Year Public Relations Plan in visual format



Important note: for this to be most successful programs need to be confirmed by June 1 and all clubs need to be educated as to the expectations for the coming year. To run a multi-faceted PR campaign, to bring guests to a club that is not prepared to accept them, will not be successful.

## Support Programming – Youth Leadership



**Goal Winnipeg** – every year provide a minimum of 4 Youth Leadership Programs in Winnipeg High Schools (Winnipeg Bonus Goal – 2 programs in the community).

**Goal Rural** – every year provide 1 Youth Leadership Programs in either Portage or Brandon (Rural bonus - at least 1 Youth Leadership Program provided in each rural community every 2 years).

**Purpose** – actually three fold:

1. Bring improved speaking and leadership skills to youth.
2. Educate youth on the benefits of Toastmasters for future membership.
3. Collateral promotion of the Toastmasters program to youth, educators and parents of youths.

**Methodology** - The Youth Leadership Coordinator should contact at a minimum of 12 Winnipeg High Schools to promote the program. It will need to be a clear, informative and eye catching flier (or package) to go to schools so it attracts maximum attention. A step up would be to provide several dozen fliers to each school to share with students who may be interested. The Toastmasters brand should be prevalent as these may end up on the kitchen tables of adults for review.

Offer the program to the High School's with the most interest; put the others on a waiting list. Look for a class response of 12 students to ensure a session of 10 to 12 can be maintained. If there is larger response conduct a draw, announce winners and communicate to all the schools indicating where the program will run. The more open and transparent communication back and forth the more brand awareness.

There may be a need for training of Youth Leadership Coordinators; however the program is relatively well laid out in the manuals. Attempts could be made to encourage mentors from past presenters.

Provide this program October – December.

### **Optional:**

Depending on potential Youth Leadership Coordinators repeat twice a year – fall then spring.

Challenge Clubs to provide the program. Easy enough for 1 member to be in charge and make use of other members to provide assistance at each session. 7 members would be enough to give variety and lessen the workload.

Sample catchy flier (consider small TM logo on it). Grabbed this one off the internet.

**TOASTMASTERS**

YOUTH LEADERSHIP PROGRAM

Develop your presentation skills, gain leadership experience, and work with other teens to become a better public speaking super star! Learn to overcome nervousness, organize and present ideas, and write engaging speeches during this eight week workshop series for teens ages 13 - 17.

Presented by District 64 Toastmasters [www.District64.ca](http://www.District64.ca)

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**Students - please let your teachers know if you are interested!**  
**Sessions will run from October 1 to November 28**

## Support Programming - Universities and Colleges



**Club Goal** – at least 1 strong club in each institution.

**Action to support** – create a University/College liaison role.

**Purpose** – this individual's primary purpose is to provide a consistent presence in the education facilities promoting the benefits of Toastmasters with the intention of securing better representation.

**Methodology** – the District needs to work on marketing the benefits of Toastmasters to the facility leaders. Winnipeg is home to the University of Manitoba with an annual enrollment nearing 30,000, University of Winnipeg of 9,500 and the Red River College of 21,000. The University of Brandon has an enrollment of 3,500. This population base should present a wonderful opportunity to bring the benefits of Toastmasters to a younger generation. However, our current methods of fee payments, and scheduled sessions, are not working well with the student calendar.

To quote the March 14-16, 2020 Board Minutes from the Executive Committee meeting:

The Committee reviewed a proposal to work with colleges and universities to research and validate the effectiveness of a modified Toastmasters club model. This model may include a special college club status with an alternate calendar and a 10-week, coordinator-led Toastmasters certification program. The Committee adopted the proposal and directed World Headquarters to conduct focus group interviews with colleges and universities in multiple regions.

We should volunteer our District to work on a pilot program as proposed by the Board of Directors in the above quote.

Failing that we do need to have better presence at all educational facilities, hence the University/College Liaison. We should explore the possibility of a Toastmasters branded bulletin board (possibly physical and virtual), buy in from the facility leaders (we are a non-profit that provides wonderful benefits to students – we should be on their “must have” list) and a weekly presence for knowledge rather than club construction (currently we spend a massive amount of time on demonstration meetings with low attendance).

## Advertising Campaigns

We have in past years, 2012 and 2016 for instance, spent around \$6,500 per campaign to advertise in Winnipeg. While that may, or may not, be the target amount we should be dedicating a specific amount each of the 3 years in this plan.

To include all geographic areas we could specify an amount, say \$7,000, and divide it equally based on number of clubs in each area. This would mean Winnipeg would get somewhere near 80%, because 80% of the clubs reside there, but it would also guarantee other areas would get some type of funding versus none (zero). Communities with 5 clubs would get a larger portion than those with 1, etc. However, through focus groups another vision for this came forward. Rather than fund Winnipeg over and over again, we could rotate funding as Winnipeg one season, outlying areas another season. This would allow reasonable size campaigns in places like Brandon, Portage, Flin Flon, Roseau, Dryden, etc.

Here are some scenarios on \$7,000 spend based on Winnipeg focus one season, Winnipeg out next season:

Advertising Split - **Including** Winnipeg  
Based on Club Numbers

Enter Budget ==>	<b>\$7,000.00</b>
Arborg	1
Beausejour	1
Dauphin	1
Dryden	1
Erickson	1
Flin Flon	1
Gimli	1
Kenora	1
Naotkamegwanning	1
Oakbank	1
Pinawa	1
Roseau	1
Selkirk	1
Sioux Lookout	1
The Pas	1
Winkler	1
Portage	2
Steinbach	2
Brandon	5
Winnipeg	<b>72</b>
	<b>97</b>
	<b>\$5,195.88</b>
	<b>\$7,000.00</b>

Advertising Split - **Excluding** Winnipeg  
Based on Club Numbers

Enter Budget ==>	<b>\$7,000.00</b>
Arborg	1
Beausejour	1
Dauphin	1
Dryden	1
Erickson	1
Flin Flon	1
Gimli	1
Kenora	1
Naotkamegwanning	1
Oakbank	1
Pinawa	1
Roseau	1
Selkirk	1
Sioux Lookout	1
The Pas	1
Winkler	1
Portage	2
Steinbach	2
Brandon	5
Winnipeg	<b>0</b>
	<b>25</b>
	<b>\$ -</b>
	<b>\$ 7,000.00</b>

Note that \$280 for a single club in a rural market could buy a reasonable ad in a small town paper. If some clubs did not want to advertise their share could support a nearby market.

Just some brief investigation of billboard potential in Winnipeg - Pattison Outdoor Advertising can provide digital billboards or bus signs. Contact there: Sandy Miller, Account Executive at 204-285-3513 or [smiller@pattisonoutdoor.com](mailto:smiller@pattisonoutdoor.com)

Pattison indicates a single plan, says \$5,000, would be more effective for brand awareness than two plans at \$2,500 each. In that case a good suggestion would be to run the campaign in the fall of the year to promote Toastmasters Week.

Toastmasters does have Billboard Ad templates.

One for Individual:



One for corporate:



Or edited specific to our Toastmasters' week in D64 utilizing our special domain name:



### **Suggested Other Resources**

(These to be stored on D64 Website for club use)

Media releases with specific club examples for major, medium and minor campaigns.

Sample fliers, brochures and posters – specific to D64.

Sample proclamation request letters.

Training documents to support training clubs to handle Social Media, media releases and follow up communications.