

45 Great PR and Marketing Ideas for your Club

Press Releases

1. Press release about a guest speaker coming to your club
2. Press release on your club's youth leadership program
3. Press release tying Toastmasters and new self improvement goals people set at the beginning of the new year

PR Activities

4. Public service announcement for TV or radio. You can obtain these from Toastmasters international
5. Get interviewed on a talk radio program
6. List your club meeting time in your local paper's calendar section
7. Invite the media to your club. Make sure to give them a reason for coming such as putting on a debate, doing famous speeches, induction of new club officers, or speech contest
8. Get your club listed in your city's community services calendar
9. Write an editorial about leadership and communication and how Toastmasters can help
10. Write a story about one of your club events and submit it to the paper
11. Use Social media, Facebook and Twitter, to promote your chapter online

General Marketing Activities

12. Your club can open a booth at a fair or farmers market
13. Host a Chamber of Commerce social hour
14. Develop your own Club's website
15. Update your Club's Web page information on the District 57 website
16. Distribute flyers to Condo and Apartment Managers and ask them to give it to their tenants
17. Distribute flyers to service organizations, churches, libraries, schools and colleges
18. Submit copies of your Toastmaster Magazine and/or your club's newsletters to libraries, doctors' offices, and Dentists' offices. Have your clubs business card attached to them so people can visit your club
19. Post flyers throughout your community or business bulletin boards. Change the flyers and their location once a month in order to draw people's attention to something new
20. Set up a silent salesman at a grocery store. The silent salesman is a display case that you can get from Toastmasters International that you can put your club promotional material in it
21. Put your club flyer in the "Welcome to the Community" packets. These packets are distributed to all new residents in a city and contain promotional material about local business and organizations
22. Set up "Toastmasters Meets Here" signs, posters, or sandwich signs for your meetings

Other Activities to Raise Visibility

23. Create and distribute your own club business cards

24. Wear your Toastmaster Pin
25. Give you club's Communication Achievement award to someone in your community and have that person speak at your club
26. Send club information to your local merchants via the Chamber of Commerce. As them to distribute it to their customers. This would include flyers
27. Offer a symposium or class on a topic that one of your club members is an expert on
28. Offer classes or lectures on the leadership and/or communications
29. Set up a window display at a store
30. Do a communication or leadership class at work or at a civic/community event
31. Provide guests to your club with take home publicity
32. Provide leadership seminars for the unemployed
33. Have your club offer a Speechcraft and or Youth Leadership Program and promote it.
34. Become involved in your local Chamber of Commerce and speak at their meetings
35. Participate in a parade in your local community
36. Have your club organize or judge speech contests or debates for High School students
37. Give seminars to High School students regarding career planning and the importance of communication
38. Talk about Toastmasters to those around you
39. Establish a club speaker's bureau where club members go out into the community and give speeches to civic organizations like the Rotary or your Chamber of Commerce
40. Develop a silent seller award in your club. A silent seller is an award hat is given to a person who has 10 straight weeks of perfect attendance. Their prize can be any item from the Toastmasters catalog such as a bumper sticker, mug, paperweight, pen, sun visor, clothing, tie, mouse pad, trophy or a magazine holder. Ask your winners to display these items at their home or at work. They will be good conversation pieces

House/Corporate Club Activities

41. See if Toastmasters can be mentioned during new employee orientation seminars
42. Include your club information in new employee packets
43. See about putting stories in the company newsletter
44. Talk about Toastmasters at staff and/or department meetings
45. Put on a speaking competition at work