

Club Name..... Club No..... Area.....

Contact details.....

Questionnaire

1 What works best for your Club?

2 What doesn't work for your Club?

3 What sort of help did you receive as a 'incoming PR Officer?

4 Do you have a Club data base of contacts?

5 Do you have a Club Newsletter?

6 Do you have a Club Web Site?

7 What has your experience taught you about Public Relations?

8 Do you have any PR Top Tips to share with us?

9 Why is PR important?

Please fill out this Questionnaire or a photo copy and send it to;

District Public Relations Officer

Gary Sander ATM

2 Hockwold Road

Weeting

Suffolk IP27 0QE

OR Email it to gary.sander@tiscali.co.uk or look for the form on the District 71 web site and down load it or fill it out on-line

100 Public Relations

Top Tips

By Gary Sander ATM CL

Within this booklet you will find top tips to help with most of your clubs Public Relation needs along with demonstration posters/flyers and press release formats for you to use.



District 71

2005/2006

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11	Has a brief history section so you can gather information to include into any PR issue/print etc.
Pages 12 and 13	show a PR press release, downloaded from world H.Q, which gives all the relevant information for a PR presentation on the history of Toastmasters.
14	An example of a press release used in March 2005.
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Pages 17 and 18 have examples of letters and posters that can be adapted and used for your clubs needs.

Plus a center page pull out of a club flyer example.

Back page is a questionnaire for you to fill in and send back to the District Public Relations Officer (photocopy or scan and email) You could also fill this questionnaire out on line at the District 71 web site Just go to www.toastmastersd71.org

In this booklet you will find plenty of room for you to add your own Top tips which I hope you will send in to us so we can share with the rest of the District.

This publication has only been made possible because of the support by District 71 Toastmasters to numerous to mention, but I thank you all.

Example Company Letter

Meridian Speakers Club

Ms ...
Organisation...
Address...
Address...
... March 2005

Dear Ms

Developing Communication & Leadership Skills

Would you like your colleagues and contacts to have the opportunity *to learn effectively and at a low cost and outside office hours?*

I am writing to you about a new educational club that meets near your office and would provide regular opportunities for your colleagues to develop their communication and leadership skills. We provide a supportive atmosphere enabling people to:

- *Gain confidence in speaking out in front of groups and in meetings*
- *Learn effective techniques for preparing and delivering presentations*
- *Have fun thinking "on their feet" and giving brief impromptu speeches*
- *Become better listeners, able to give and receive feedback*
- *Enjoy learning how to take the lead in running meetings and events*
- *Gain practical leadership experience by leading groups of volunteers*

We are part of a not-for-profit organisation with a network of over 10,000 clubs around the world and 80 years of experience of helping individuals to achieve their professional and social objectives for better communication skills.

Some details are at www.meridianspeakers.org We meet in Greenwich twice per month on *Tuesday evenings including 15 and 29 March, 12 and 26 April.*

I enclose some details about us and hope that you can circulate this to anyone who might be interested. May I invite you and your colleagues to visit us and see for yourselves how you could enjoy learning with us. Please do not hesitate to contact me if you or your colleagues have any questions.

Yours sincerely

David Thompson
020 8673 5383 (home) 077 2029 8381 (mobile) davidspeakout@talk21.com

Example Poster

Speaking in Public

No fear!

- ***gain confidence speaking out in front of groups and in public***
- ***enjoy learning techniques for giving impromptu & prepared speeches***
- ***have fun developing your listening and leadership skills***

Visit the new Meridian Speakers club in Greenwich to see for yourself the supportive and practical way in which we learn how to become more effective communicators. There is an enjoyable and friendly atmosphere attracting a diverse range of members. Guests are always very welcome!

The Mitre Hotel, 291 Greenwich High Road, SE10 (next to St Alfege Church / corner of Roan Street). 7 mins walk from Greenwich and Cutty Sark stations.

Assemble from 6.30pm onwards. Meetings start at 7.00pm / finish at 9.00pm
15 & 29 March, 12 & 26 April, then usually second and fourth Tuesdays

Contacts: Alex Ward on 07775 518 884 and at alex@alexward.net
Ore Ogungbayi oreogungbayi@hotmail.com Jakki Morris morri840@aol.com

More info at: www.meridianspeakers.org

1 100 tips (some starters)

General

1 Check your channels; results for your money - constantly monitor your channels.

Ask members what they like/dislike about your club's use of channels. **Always** ask your first-time guests which was the **FIRST** place they saw/heard about your club.

If they phoned one of your members or officers, that's the **SECOND** point of contact, what was the **FIRST**? Concentrate your resources and energies on which channels give you the best results for your money.

2 Members as ambassadors - more often than not, it's how enthusiastic and persuasive your members are when they talk about TM to colleagues, friends, neighbours, visitors that produces leads.

3 Making better ambassadors - run a table topic at your club on 30 seconds to 'sell toastmasters'; what are the key points to come across consistently, package them, get members to practice/rehearse them for when somebody asks in a situation (doctor's/dentists waiting room, tube conversation "so what's all this Toastmasters about?")

4 PR stock-in-trade - does your club have any or all of the following : a club contact card same size as a business card with your club's meeting venue, days and times and a phone number; A4 posters/flyers; A5 posters/flyers, a promotional audio or video CD; a guest pack for new guests, a calendar card with your club's meeting days marked off.

5 Quality meetings are your best ad - if your meetings welcome new guests, stick to time, always offer everyone at least one opportunity to speak, having fun/engaging topics sessions, show people clearly progressing, have high quality evaluations, celebrate success and ask for guest comments, your meetings will be your best ad.

6 District wide Publicity. Be ready to tap into any District or Nation wide event whenever it happens

7 Word of mouth. This is always the best kind of advertisement.

8 Demonstration meetings. This is a useful tool to get the public through the doors as well as giving members a chance to give presentations to an unknown audience.

9 Announce it. Advertise everything, Announce everything, Publicise everything.

10 Don't lose the details. Get visitors to enter their details into your sign in book. If you don't have one, get one. Try and get a contact number and/or email address from them on the first visit and **ALWAYS** follow it up.

External PR - Print

11 **No such thing as a free lunch?** - do you know who the reporters are for your local (daily, weekly, freebie) newspapers. You do? Cultivate them - keep them supplied with story leads. Say thank you when they publish something - even if they have edited it! Keep an up-to-date list of their phone numbers, email addresses and copy deadline dates

12 **Think achievement, think PR opportunity** - has one of your club members made a notable achievement within Toastmasters (TM)? Write it up and issue a news release to your local (daily, weekly, freebie) newspapers.

13 **Club and community** - has one of your club members, your club made a notable achievement within your local community? Write it up and issue a news release to your local (daily, weekly, freebie) newspapers.

14 **Take pictures, create impact** - take pictures at regular club meetings, at club contests add a short caption and submit a 'picture story to your local (daily, weekly, freebie) newspapers and radio station. Reporters like picture caption stories, they can fill a hole that crops up because another story has 'dropped, at the last minute.

15 **Follow feature pages** - do your local publications run regular features / supplements - e.g. business, local community, education, 'the job I do', weddings, women etc. Try to tailor your news stories or develop a feature piece to fit in with theirs.

16 **Write a column** - maybe a local, community, professional publication you know would like a regular column, perhaps on communications? Think up of half a dozen columns (no more than 400 words) that you could pre-prepare - on practical tips for better communication - and have it ready to submit. Make the first effort really interesting - then say I have more where that came from!

17 **Look out for campaigns** - is it National XXXX week, or Anniversary of YYYY. Could a TM story hang off that peg? Think of a jig saw and make TM a vital piece of the puzzle.

18 **Read, read, read** - each time you read an article or feature, think how would TM align with it .You may develop the idea for an article or feature.

19 **Elementary my Dear What's On** - most newspapers run what's on listings and they're usually free. Prepare a snappy (35 words or less) standard text, add one telephone contact number and either an email address or your club web site address.

20 **Use the District newsletter.** Let other clubs know what you are doing via the District newsletter which should lead to more interaction between clubs.

21 **Local Newsletters.** Local newsletters including Church newsletters, school/ colleges, bowling/darts clubs. Any group that has a news letter and would be willing for you to put a piece in. If you don't ask you wont get.

Gone Fishing

Essentially many people here in this part of the world attend open nights in community schools to find some educational course to carry them over the winter. Apart from those who attend the open nights with a clear objective many attend with a vague idea of what they want to do but with the valid idea if finding something to expand their skills.

Of the "searchers" some take a course just for the sake of taking a course and in time drop out as it is not what they want. Others fail to get on the course of their choice, the course being over-subscribed, while others come away unhappy with finding something to their liking.

This is where Toastmasters come in. We can be the answer for those who are dissatisfied with the courses on offer, to those who are disappointed and even for those thrashing around for something stimulating.

The problem for us is how to make our pitch in a forum where we are obviously competing with the courses on offer. Community schools will not, obviously, facilitate Toastmasters to "steal away" their customers. Hence the need to distribute literature "close" to the community school.

One way around this poaching approach is to tie up with the school where both Toastmasters and the school could both benefit and to run speechcraft courses as one of the courses on offer from the school as part of their adult education programme.

I tried this a number of years ago and ran 6 speechcraft courses in 4 years. This is a huge commitment of time and can be very tiring if you take it all on yourself. I would suggest it would be best to try and get a team together to run these courses which would make for a more professional job as the school would not need to cancel if you were off sick for example.

Also splitting the load between three or four Toastmasters enables you all to give a more focused and informative session to a smaller group of people at the same time.

Example Press release

Date: 23 March 2005
Attention of : Jeff Reines
Contact details: jeff.reines@thenews.co.uk
Picture/s: Yes

‘Winning Words’ (word count 254)

Two members of Fareham-based public speaking practice club, Solent Speakers, have beaten competition from other Hampshire & Sussex clubs to go forward to the South-East England regional speech contests finals.

George Wilkinson, 38, former Education Vice President and Robin Chawner, 58, Club Founder are thrilled at the prospect of ‘flying the flag’ for their club in the next stage of the competition against the region’s best public speakers.

George’s, ‘Teamwork does pay’ speech, recalled his early training in the Royal Navy. He told how fellow recruits willed one of their number, nicknamed, Duchy, to climb a 35 foot rope, conquer his fear and help the team “pass out”.

Robin, a freelance communication coach, competed in the Evaluation Contest where the contestants’ task is to listen carefully and give constructive feedback on a ‘target speech’; in this case a moving story about a father’s love for his son.

George, a test engineer, is competing in the International Speech Contest of Toastmaster International. “The ultimate prize”, said George, “would be to win through to the world finals in Canada in August. But whatever happens, I’m learning and enjoying myself!”

Robin told us: “It’s been a real privilege and pleasure, since founding the club in 2002, to help club members grow in confidence. With George’s achievement, we’ll have fielded three members at regional level contests.”

Do you need a boost in confidence? Call Mike Pantridge, on 07710 438726, attend a club meeting (1st & 3rd Tuesdays) at Titchfield Community Centre, 7:15pm or visit their web site www.solent-speakers.org.uk

22 Share templates for news releases. Use the templates in this publication and send in any that work for you, so others may benefit.

23.. others in this category

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External PR - ‘on the airwaves’

31 **Ministry of Sound** - local (Commercial and BBC) radio stations are a great channel to put across an on-air interview or message-posting. Like the newspapers, cultivate your local radio station program producers and morning/afternoon anchor-persons. Listen out for if they’re planning a series to do with say, fighting fear, campaigning for your community, how would TM help / fit in?

32 **New station opening up, grab your slot** - maybe a new local station is setting up. Keep your ears to the ground, offer them a piece - maybe how someone has moved from being fear-struck to fear free; one of your members has won through to an Area Contest, give a short segment from a humorous speech you’ve given, people love humour!

33 **Local Radio.** Advertise times and dates of meetings and open evenings.

34 **Local Television.** A lot of these do a what’s on section. Find a contact and keep feeding them with news items about your club. They will use something at some point in time, but you must not give up.

35 **National TV.** Investigate the chances of getting your club onto one of those fly on the wall programs.

36.... others in this category

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External PR - Club Web Site

41 **Live links?** Do all your links work? Check them regularly

42 **Button for feedback.** Invite feedback. Act on it

43 **Liven up your web site, add pictures** - take pictures at regular club meetings, at club contests and publish them on your web site. A (good) picture is worth a thousand words.

44 **Latest, latest, read all about it!** Have regular updates - meeting reports, club achievements, member achievements

45 **In for the count.** Have a site hit counter.

46 **Window on your web.** Ask your newest guests what they think is good, what they think doesn't work and one new thing they'd like to see on your web site

47 **You scratch my back, I'll scratch yours.** Have links on your web sites to other TM clubs, to TM International, to District 71 and to other organizations with which we are complementary. Ask others to include link to your web site on theirs. The more links you have on a web site the higher rankings you achieve via search engines

48 **Use the assets available.** Make sure that your club updates the events page on the District 71 web site. Use it to advertise events in your club.

49 **Honour your members achievements.** You can do this on the District 71 site by sending in pictures of award presentations to be posted on the Photo page. Use this page for club photo of events/celebrations etc.

50 **Use local services.** Link your web site in to local council web site and library site (what's on pages etc).

51 **Links.** See if you can get a link with local high schools and colleges. This is a good way of generating future members.

52 **Different outlets.** If you give a presentation to an outside group, find out if they have a web page and if they have a newsletter. If they do, find out if you can be included and/or perhaps set up a link.

53.... **others in this category**

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Page two of two.

Members also have the opportunity to develop and practice leadership skills by working in the *High Performance Leadership Program* and serving as leaders at various organizational levels.

There is no instructor in a Toastmasters club. Instead, members evaluate one another's oral presentations. This evaluation process is an integral component of the overall educational program.

Besides taking turns delivering prepared speeches and evaluating those of other members, Toastmasters give impromptu talks on assigned topics.

They also develop listening skills, conduct meetings, serve as officers in various leadership roles and learn parliamentary procedure.

The effectiveness of this simple learning formula is evidenced by the thousands of corporations that sponsor in-house Toastmasters clubs. These clubs serve as public-speaking and leadership training workshops for employees.

Every year, more and more business and government organizations are discovering that Toastmasters is the most effective, cost-efficient means of satisfying their communication training needs. Toastmasters clubs can be

found in the U.S. Senate and the House of Representatives, as well as in a variety of community organizations, prisons, universities, hospitals, military bases and churches.

COMMUNITY SERVICE

Toastmasters also benefit their communities by conducting the following types of programs:

■ **YOUTH LEADERSHIP** – public-speaking training for junior and high school students.

■ **SPEECHCRAFT** – a “short course” in public speaking for adults in business, education, industry and government.

■ **SPEAKERS BUREAU** – helps other non-profit organizations and community and government groups tell their stories to the community.

■ **GAVEL CLUBS** – bringing Toastmasters training to prisons and other institutions.

■ **SUCCESS/LEADERSHIP and SUCCESS/COMMUNICATION PROGRAMS** – educational modules in a how-to format on topics such as conducting productive meetings, effective listening, parliamentary procedure, evaluation, creative thinking, leadership, management and training.

TOASTMASTERS INTERNATIONAL

P.O. Box 9052 .Mission Viejo, CA 92690-9052 .(949) 858-8255 .Fax (949) 858-1207 .www.toastmasters.org

Because Public Speaking Skills Aren't Debatable page one of two.

If you are like most people, public speaking is not your favourite pastime. Yet survey after survey shows that presentation skills are crucial to success in the work place. The person with strong communication skills has a clear advantage over tongue-tied colleagues – especially in a competitive job market. Many people pay thousands of dollars for seminars to gain the skill and confidence necessary to face an audience.

But there's another option that is less expensive and held in high regard in business circles – Toastmasters International. This organization has been around for nearly 80 years and offers a proven – and enjoyable – way to practice and hone the communication and leadership skills of its members. From one club started in 1924 at the YMCA in Santa Ana, California, Toastmasters has grown to become the world's leading organization teaching public speaking and leadership skills and helping people conquer their pre-speech jitters. Since that first club was organized by Ralph C. Smedley, more than 4 million men and women have enjoyed the benefits of Toastmasters membership. The non-profit organization now has approximately 200,000 members in 10,000 clubs in more than 90 countries.

HOW DOES IT WORK?

A Toastmasters club is a “learn-by-doing” workshop in which men and women hone their skills in a comfortable, friendly atmosphere. A typical club has 20 to 40 members, who meet weekly or biweekly to learn and practice presentation techniques. The average club meeting lasts approximately one hour.

Membership is affordable; total annual fees are usually less than \$75. Upon joining a Toastmasters club, members progress through a series of 10 speaking assignments designed to instill a basic foundation in public speaking. When finished with the first speech manual, members can select from among 15 advanced manuals to develop speaking skills that are geared to specific interests. They are: *Public Relations, Specialty Speeches, The Entertaining Speaker, Speaking to Inform, The Discussion Leader, Speeches by Management, The Professional Speaker, Persuasive Speaking, Technical Presentations, Communicating on Television, Storytelling, Interpretive Reading, Interpersonal Communication, Special Occasion Speeches, and Humorously Speaking.*

External PR - On-line

56 **On line, on target** - maintain and enhance your presence in the 'on-line' world. Have you got entries in your local community web sites. Is your web site address or at least an email contact address there.

57 **What's on.** Get your club listed on the what's on pages of your local council/ libraries and tourist information guides. Why the last one? Because you may have visiting Toastmasters who would like to attend a local club and this is one more way for them to find us.

58 **High school links.** Get your club linked to local high schools and colleges. If they know you are out there, it may make it easier to approach them about a youth leadership and communication course. It is also a good source of future members.

59 **Email groups.** Join the District 71 email group. Get involved in discussions with other members in different parts of the District. Share knowledge and ideas.

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External PR - Libraries shopping outlets.

64 **Wedding fairs.** A good outlet to put on a presentation aimed at the nervous Groom/best man or Father of the bride.

65 **Leaflet and poster drop.** Libraries have large notice boards and leaflet racks, make good use of them that's what they are there for.

66 **Toastmaster magazines.** Ask to put in magazine racks, old copies with contact details on.

67 **A manned Display stand in local shopping centre.** It needs to be manned because a bill board and flyers on a stall cannot answer questions. Put on a demonstration, it will draw the crowds.

External PR - Community (Chambers of Commerce, Colleges/Schools, Councils etc)

68 **Float in local parade or carnival.** There are many themes you could base a float on as there are so many great speakers throughout history. Just make sure they know who you are with a huge banner naming your club. You could have walkers keeping pace with the float handing out flyers.

69 **Approach people attending night classes.** They may be looking for this type of course to go along with something else they are studying or as a project on its own and may not be able to take the course for what ever reason (cost, availability etc).

70 **Contact local music, art and theatre groups.** They may have members who will only work behind the scenes because they have a fear of going to the front. Well that's what we do folks, help fight that fear.

71 **Leaflet/magazine drops;** Dentist and Doctor surgeries, colleges, local corner shop counter, and door to door.

72 **Posters in shops,** notice boards outside schools and colleges.

73 **Presentations.** Put yourself forward to give a presentation to Chambers of Commerce, colleges etc so they get to see what it is you are advertising.

74 **Invite local leaders to meetings.** If you can't get to the mountain, bring the mountain to you. Invite them to a supper evening or to preside over a presentation event.

75 **Youth Leadership.** Run a youth leadership and communication course in your local high school. This is a good way to generate future members as well as hooking some of the teachers.

76 **Exhibitions.** Look out for exhibitions like the one held recently in Kent called the Kent Learning Showcase. It is wise to book a place to hold demonstrations as well as booking a stall as demonstrations make a much greater impact.

A Brief History of the Toastmasters Program

Since Toastmasters began, more than three million men and women have benefited from the organization's communication and leadership programs.

In October 1924, a group of men assembled by Dr. Ralph C. Smedley met in the basement of the YMCA in Santa Ana, California, U.S.A., forming a club "to afford practice and training in the art of public speaking and in presiding over meetings, and to promote sociability and good fellowship among its members." The group took the name "Toastmasters." Soon men in other communities and states asked for permission and help to start their own Toastmasters clubs. By 1930, a federation was necessary to coordinate activities of the many clubs and to provide a standard program. When a speaking club in New Westminster, British Columbia, Canada, expressed interest in forming a Toastmasters club, the group became known as Toastmasters International.

For many years the "Home Office" of Toastmasters International was based in a series of rented office spaces. In 1962, the Toastmasters International staff moved to its first World Headquarters building in Santa Ana, California, not far from where the first club began. By the late 1980s, however, this building could no longer adequately house the increased staff needed to provide services to the growing number of Toastmasters. In 1990 World Headquarters relocated to a new building in Rancho Santa Margarita, approximately 20 miles south of Santa Ana, designed to accommodate Toastmasters International's expected growth well into the 21st century.

Toastmasters International's success and growth is due in large part to the continued development of its educational programs. The organization has come a long way since the first speech manual, Basic Training, was developed more than 50 years ago. The current manual, now called the Communication and Leadership Program, was most recently updated in 2004. After members of Toastmasters complete all 10 speech projects in that manual, they may apply for their Competent Toastmaster (CTM) award and then choose from any combination of 15 advanced manuals.

Additional educational materials include the Success/Leadership and Success/Communication Series, The Better Speaker Series, and the High Performance Leadership Program. Toastmasters International's education system includes both a communication track and a leadership track. The communication track award progression features the CTM, Advanced Toastmaster Bronze (ATM-B), Advanced Toastmaster Silver (ATM-S), and Advanced Toastmaster Gold (ATM-G); the leadership track award progression includes Competent Leader (CL) and Advanced Leader (AL). The Distinguished Toastmaster (DTM) remains the highest award.

In addition to the various educational materials available through the Toastmasters International Supply Catalog, members receive the monthly publication, The Toastmaster magazine. Club and district officers receive a bimonthly newsletter, TIPS, and district officers receive District Newsletter each month. Toastmasters International enters the new century as the undisputed world leader in public speaking training, with over 10,500 clubs and more than 200,000 members in approximately 90 countries. In the years to come, more people than ever will benefit from Toastmasters leadership and education.

A WORD ABOUT GROWTH

Your growth and personal development is what Toastmasters is all about. Won't you help your friends and associates grow, too? Invite them to your club. If they live in another town, send their names, addresses, and phone numbers to World Headquarters, and they will receive a list of clubs in their area and a brochure about Toastmasters. And as the opportunity arises to form a new Toastmasters club in your community or organization, World Headquarters will be happy to help.

Your Top Tips

This page is for you to record any top tips that work for you and are not covered else where in this booklet.

External PR - Local Companies

77 **Contact H.R. Officers in local companies.** Have a formatted letter that can be sent out to H.R. Officers in your local companies informing them of the benefits that your club can offer their company. There is a general letter that can be adapted for your use on page seventeen of this booklet.

78 **SPEECHCRAFT.** Offer a “short course” in public speaking for adults in business, education, industry and government.

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External PR - Professional Organizations

81 **Approach Officer training schools at local airbases.** The cadets are taught what we like doing for fun. Offer to give a presentation on Toastmasters organisation to show them another way of getting the training they need. A lot of American bases do this kind of training and the cadets get brownie points for joining something in the local community.

82 **Approach local High Schools.** See if they would be interested in you teaching a youth leadership and communication course in their school for the sixth form students. This can work along side business study classes and can be accredited to their exam results. Most schools will be interested in getting free tuition for their pupils (after all we gain the recognition to go toward our ATM gold award) and it has a very high PR value for your club.

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Internal PR

85 **Club Newsletter.** A club newsletter is the perfect way to keep members, including lapsed, up to date on what is going on. Make sure you use this to publicize Education awards etc.

86 **Courtesy call.** Remember to give lapsed members a call to see how they are and to find out why they are not attending. It may be the club is lacking in something and this makes sure you find out early before other members leave.

87 **Remember anniversaries.** Celebrate long membership and perhaps birthdays.

88 **Celebrate achievements.** Hold ceremonies to present Toastmaster of the year, education and spirit of success awards. Make sure these are reported outside of the club as well (Club and District web site as well as news medias).

89 **Themed meetings.** These can be a vital tool to regenerate interest with lapsed members and help to keep the interest of current members (a change is as good as a rest).

90 **Book Publication.** Get the members to put together a book of speeches for publication. This can be used to boost club funds as well as moral.

91 **Interaction with other local groups.** If you visit and support other clubs they will then, in return support you.

91 **Invite Family, friends and workmates.** A family atmosphere is a happy place. By inviting Friends and family you generate that atmosphere very quickly which can then be built upon.

93 **Ideas.** Ask your members if they have any PR ideas and don't forget to acknowledge their contribution.

94 **Welcome.** Make sure that there is someone there to welcome visitors and to sit with them throughout the meeting, and if needed, to explain what is going on.

95 **What's on.** Have a forward planner set up so members know what is expected of them for the following 2-6 months.

96 **Happy members.** Have a survey to find out if your members are happy or if there is anything they would like to try or change.

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2 A - Z

A - ambassadors, awards, advertisement

B - belief in the product, business cards, betterment

C - channels, columns, colleges, community, contact cards, charter, confidence

D - discussion groups, doctors/dentists waiting rooms, dedication, details

E - education, evaluation, evolving, enthusiasm, existing members

F - flyers, forums, feedback, friends, family, future

G - guest packs, guidelines, greetings, gain, growth

H - help, Honour

I- information, invitation, ideas, International group

J - jokes, make them smile and happy people want to stay.

K - keep in touch, don't forget the lapsed members, follow up first visits.

L - libraries, links, laughter, listen, learn

M - meetings of quality, meeting reports, more members, mentors

N - newspapers, notice boards, names, new clubs, new members

O - on line, open

P - pictures, posters, printed media, professional organizations

Q - quality of meetings, quantity of members

R - radio stations, recognition, reports, realize your dreams

S - satisfaction surveys, speechcraft, smiles

T - talk up toastmasters, targets

U- unity, universal, uplifting

V - venue, vitality

W - web sites, weddings, what's on, welcome

X- X factor

Y-Youth Leadership, yes you can

Z - zest for self improvement

