

# Public Relations Training Outline

*You Are Toastmasters!*

1. Getting Started: Why am I here?
  1. What is Public Relations?
  2. Why is it important for my club?
  3. What are my goals?
  4. Who is my target?
  
2. Gathering Resources: What are my options?
  1. Tactics List
  2. Media List
  3. Club Fact Sheet
  
3. Getting Tactical: What am I going to do?
  1. Making Choices
  2. Using the Calendar
  3. Outlining my Plan
  
4. Getting Help: Resources and Examples

# 2010–2011 Public Relations Plan for

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## Toastmasters Club

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## Vice President for Public Relations

# GETTING STARTED

## My Club PR Goals

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*Are your goals general or specific? How will you measure success?*

## My Targets (Who am I trying to reach?)

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*Do all targets require the same approach?*



# GATHERING RESOURCES

## Media List

Media Name	Contact Info	Deadline

## Club Fact Sheet

What is Toastmasters?

What is a meeting like?

Who can join?

When and where do you meet?

How much does it cost?

Club contact information:

Web site:

E-mail:

Phone:

# GETTING TACTICAL

## 2010–2011 Annual Calendar

JULY					
MO	5	12	19	26	
TU	6	13	20	27	
WE	7	14	21	28	
TH	1	8	15	22	29
FR	2	9	16	23	30
SA	3	10	17	24	31
SU	4	11	18	25	

AUGUST					
MO	30	2	9	16	23
TU	31	3	10	17	24
WE		4	11	18	25
TH		5	12	19	26
FR		6	13	20	27
SA		7	14	21	28
SU	1	8	15	22	29

SEPTEMBER					
MO	6	13	20	27	
TU	7	14	21	28	
WE	1	8	15	22	29
TH	2	9	16	23	30
FR	3	10	17	24	
SA	4	11	18	25	
SU	5	12	19	26	

*How can you use a calendar like this as a planning tool?*

OCTOBER					
MO	4	11	18	25	
TU	5	12	19	26	
WE	6	13	20	27	
TH	7	14	21	28	
FR	1	8	15	22	29
SA	2	9	16	23	30
SU	3	10	17	24	31

NOVEMBER					
MO	1	8	15	22	29
TU	2	9	16	23	30
WE	3	10	17	24	
TH	4	11	18	25	
FR	5	12	19	26	
SA	6	13	20	27	
SU	7	14	21	28	

DECEMBER					
MO	6	13	20	27	
TU	7	14	21	28	
WE	1	8	15	22	29
TH	2	9	16	23	30
FR	3	10	17	24	31
SA	4	11	18	25	
SU	5	12	19	26	

JANUARY					
MO	31	3	10	17	24
TU		4	11	18	25
WE		5	12	19	26
TH		6	13	20	27
FR		7	14	21	28
SA	1	8	15	22	29
SU	2	9	16	23	30

FEBRUARY					
MO		7	14	21	28
TU	1	8	15	22	
WE	2	9	16	23	
TH	3	10	17	24	
FR	4	11	18	25	
SA	5	12	19	26	
SU	6	13	20	27	

MARCH					
MO	7	14	21	28	
TU	1	8	15	22	29
WE	2	9	16	23	30
TH	3	10	17	24	31
FR	4	11	18	25	
SA	5	12	19	26	
SU	6	13	20	27	

*How can you use a calendar like this as a PR tactic?*

APRIL					
MO	4	11	18	25	
TU	5	12	19	26	
WE	6	13	20	27	
TH	7	14	21	28	
FR	1	8	15	22	29
SA	2	9	16	23	30
SU	3	10	17	24	

MAY					
MO	30	2	9	16	23
TU	31	3	10	17	24
WE		4	11	18	25
TH		5	12	19	26
FR		6	13	20	27
SA		7	14	21	28
SU	1	8	15	22	29

JUNE					
MO	6	13	20	27	
TU	7	14	21	28	
WE	1	8	15	22	29
TH	2	9	16	23	30
FR	3	10	17	24	
SA	4	11	18	25	
SU	5	12	19	26	

# GETTING TACTICAL

## PR Plan Outline

Goal	Target	Tactic	Media	Deadline

### Resources Needed:

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# GETTING TACTICAL

## Resources

Toastmasters Publicity and promotions guide, “Let the World Know!” PDF item#1140 available at [www.Toastmasters.org](http://www.Toastmasters.org)

Flyer, letter, and business card templates available at the Toastmasters Virtual Brand Portal: [www.Toastmasters.org/vbp](http://www.Toastmasters.org/vbp)

Resources and Examples Included Here:

- 18 Ideas on How and Where to Promote Toastmasters in Your Community
- Area 9 Fall Newsletter Example
- Internal Company E-mail Examples
- List of Resources Available from Catalog