

Introduction

This toolkit was designed as a template for you to have information you need to be successful in your role as VP of Public Relations. It's an evolving document, so add and delete information as needed. This was originally written under the lens of a corporate club, so please update as needed for your specific club. I wanted to create a document that I can leverage at a moment's notice. Use it as is, or jump start your own communication plan. Think about creating your own toolkit as an L4 or L5 project.

There will be scenarios when you need to produce information very quickly, and toolkit gives you a starting point. Let's say you receive an inquiry email from someone who found your club on Toastmasters International's Find a Club. You want to respond quickly with the highlights of your club and an invitation to your next meeting. Do you have that ready to send out today? This document has samples for a variety of situations. Just copy and paste!

[Toastmasters International](#) has a wealth of information, and I highly recommend you explore as it contains lots of helpful tools and guidance.

There are areas that are highlighted for you to fill in for your club. You do not have to use every item listed, but it's there to help you generate ideas that works for you as you know your club best. There will be a few notes to provide guidance how to use the content. As always check out [Toastmasters International](#) for the latest information and guidance.

- Have fun! Nancy Moscardini

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Toolkit Overview

This toolkit contains high-level information about the Toastmasters (your club's name here) program to help you understand and speak to the benefits and objectives of this professional development opportunity to build skills in public speaking and leadership. Please use the various sections within this toolkit as it best suits your needs and different situations.

Key Messages

The following are talking points for (your club's name here) members to utilize when working in the new program and/or fellow toastmasters, or others unfamiliar with Toastmasters.

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.

Toastmasters Overview

Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. Headquartered in Englewood, Colo., the organization's membership exceeds 364,000 in more than 16,200 clubs in 145 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators, and leaders.

Benefits

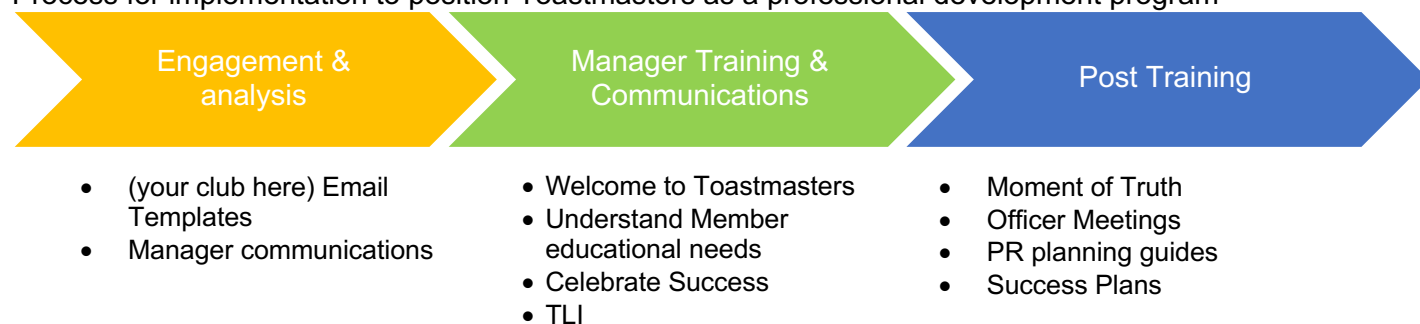
Note: use 3-5 of these in your communications, more than 5 will be overwhelming to the reader.

- Improve your public speaking skills
- Build leadership skills
- Networking in a small and supportive environment
- Maximize your potential
- Gain a competitive advantage in the workplace
- Enjoy unlimited personal growth
- Build self-confidence and self-awareness
- Real world transferable skills

About Toastmasters (your club name here)

The *club* was chartered on (**your date**), members used the communicator manuals to develop the skills to grow as a communicator. As of July 1, 2020, Pathways became the new educational curriculum that all members will use to leverage the online resources, videos and other materials to become proficient in one of 11 paths.

Process for implementation to position Toastmasters as a professional development program



Elevator Pitch

Note: Below are samples you can use, choose one or create your own for your club to use, feel free to update as needed for your club, most of this was written under the lens of a corporate club. Think of a 30 second teaser to kick off a conversation.

Toastmasters (club name) program is a game-changer to build the skills for public speaking and leadership for (company name) employees.

(club name) provides a supportive and encouraging environment to allow all the members to grow as leader and speaker, we want to help them find their voice and make a difference.

Pathways provides a new, user-friendly online tools for learning, which will improve how the members access and learn new skills in communications. The business will also have access to resources that are confident speakers, and leaders to further advance (company name, community) mission to providing (add the desired outcome).

The Pathways educational curriculum is designed to provide an end-to-end learning journey, building upon five (5) core competencies to become proficient in one of 11 specialized learning paths. Members can access the online materials for free as part of their membership of their first path. If they would like printed materials, they are available at an extra cost.

Q&A

Q: What are Pathways?

A: The Pathways learning experience is Toastmasters' education program. This multi-language online learning tool allows you to leverage over 300 practical workplace skills, including:

- Interview preparation
- Online meeting management
- Leadership development
- Project management
- Conflict resolution
- Real world, transferable skills

Q: Why Toastmasters?

A: Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. Headquartered in Englewood, Colo., the organization's membership exceeds 364,000 in more than 16,200 clubs in 145 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators, and leaders.

Q: Why (club name)?

*Note: Choose 3-5 that relates to your club, more than 5 will be overpowering to the reader.

A: We provide a learning environment to empower your employee with:

- Accountability
- Critical listening skills
- Critical thinking skills

- Feedback and evaluation skills
- Interpersonal communication skills
- Interviewing skills
- Conflict resolution skills
- Leadership training
- Management of meetings
- Management of training
- Presentation skills
- Presenting in a time limit
- Organizational skills
- Setting and managing personal goals
- Strategic planning
- Teamwork
- Financially affordable

We believe there is a strong value to (Company name) add to build these skills, and we want to help you and your workforce grow to find their voice and make a difference.

Q: I'm not based in (your city) can I join?

A: Absolutely! We are open to all (employees) enterprise wide. We would like to invite you to our next meeting, so you see how our club operates and see if it is the best fit for your training needs for leadership and communication. Our VP of Membership, (NAME) will reach out to you and invite you to our next meeting.

Communications Templates

{Awareness} Audience: Managers

The top 5 reasons you should engage Toastmasters as a professional development solution for communication and leadership training for your (club name) employees.

1. Increased productivity
2. Improved satisfaction levels
3. Increased retention
4. Build a culture of knowledge sharing
5. Improved learning agility

Did you know...

Toastmaster training aligns with many (your company) behaviors, we enable and empower your workforce to find their voice, build confidence and lead.

Our training builds upon five core competencies:

1. Public Speaker
2. Interpersonal communication
3. Strategic Leadership
4. Management
5. Confidence

With more than 300 unique sub-competencies your team member will have access to online resources plus real-world projects, resulting in you having a deeper insight to your resource, and you can support them to excel in their current role and be prepared for advancement.

(CLUB NAME) values employee development, your resource will feel appreciated and motivated to keep growing.

The cost is very affordable, dues are \$45 for six months with a one-time new member fee of \$20.00 and could be considered as a professional development expense. We hope you support your team members professional growth and our corporate program.

If you have any questions, or need more information, please contact us at (group email) and one of our leadership team will contact you.

Email for initial Inquiry

Purpose: {Reveal Value add of program} Audience: employee

Make this easy for you: Create a template: Example, In Outlook, create a table, (6" width is best, so the user does not have to scroll. The borders should be invisible, this will give a nice clean look and feel and save as an Outlook template. With templates, its ready to be used when you are. Download the photos from the [Toastmasters Brand Portal](#).

Notes: Personalize the email, refrain from a generic "hello friend" if possible. Most readers will scan content, so keep it short and to the point and add the value add your club offers and a call to action, (what are the next steps), this helps set expectations. Adjust content as needed for your club. When final, set border to 0.

Hello {[_name_](#)} thank you for your interest in Toastmasters ([Club name](#)) We are a ([corporate club](#)) based in ([city](#)), California.

What makes us different?

We want you to grow in your career. As a corporate club we are meeting virtually, and our program may be reimbursable by your department as a professional development expense.

Now is the time to take advantage of this program and build the skills you need to excel in your role and prepare you for advancement in your career.

We provide a supportive and encouraging environment to support you in your public speaking and leadership training.

Please join us as a guest at our next meeting, ([Date, time Link](#)) we hope you will consider joining us and help you find your voice and create an impact. If you have any questions, contact our VP of Membership ([Name](#)) at ([email, phone](#)). We look forward to meeting you.



Did you know...

The Toastmaster Pathways training curriculum is an exciting, flexible and interactive way to develop your skills.

It gives you:

- The opportunity to build up to 300 unique competencies
- 11 specialized learning paths to choose from
- Online content, so that you can learn anytime, anywhere
- Real-world, transferable skills

Email follow up after Meeting

{Re-enforce value add, what makes your club unique, customize to each guest} when final, set border to "0".}

Hello Toastmaster Guest {name}

Thank you for attending our general session meeting on (DATE). It was great to see you!

Thank you for participating in our introductions and Table Topics, we really enjoyed hearing about:

1. add
2. add
3. add

We hope you enjoyed yourself and learned more about us as a solution to your leadership and communication needs.

Our Vice President of Membership, (NAME) will follow up with you to understand your professional goals and guide you on next steps to membership and your learning journey with Toastmasters (Club Name)

Signed,
{Leadership that brought guest in}



New Membership Email

When final, set border to "0".

Thank you (NAME) for joining (club name)

You are on your first step to building the skills you need to be a confident communicator and leader.

(Club name) will help lead you to a place of **experience and confidence** from which you'll **turn goals into realities**.

You won't be alone. You'll become a part of a supportive group of people at (Company name) who share a common goal to **improve communication and leadership skills through practice, peer feedback and objective evaluation**.

You'll also become part of a worldwide organization dedicated to supporting members and constantly improving the Toastmasters experience.

Our Vice President of Education, (NAME) will reach out to you soon to help you with your selection of your path in Pathways, our training curriculum. We can't wait to celebrate your success as you continue to grow into a confident speaker and leader.

Let the journey begin!

{VP of Membership}

