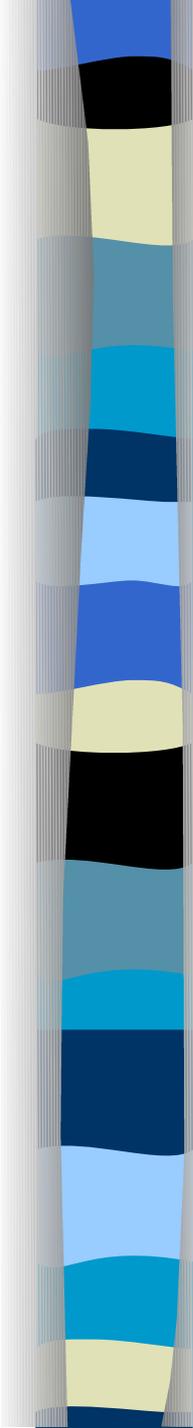


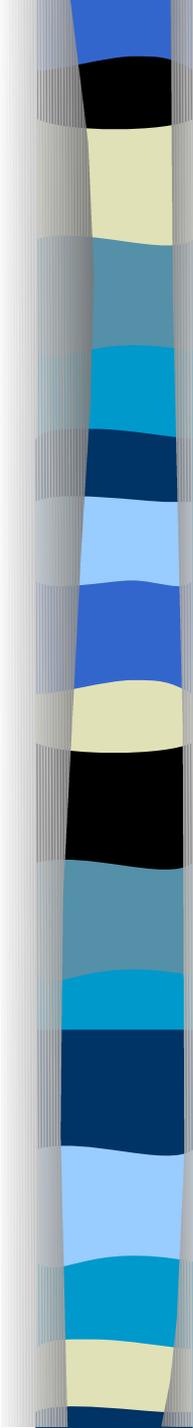
Promote the Club to Local Media

- ❑ **Target your audience**
- ❑ **Develop a media list**
- ❑ **Send promotional materials to media members**



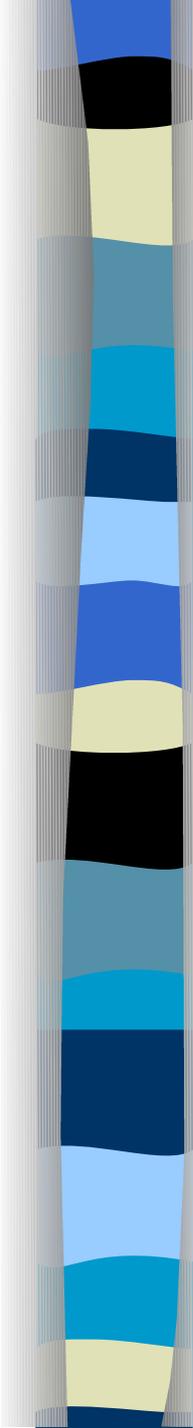
Publicity Materials

- ❑ **Maintain a press kit**
- ❑ **Send news releases**
- ❑ **Give interviews**



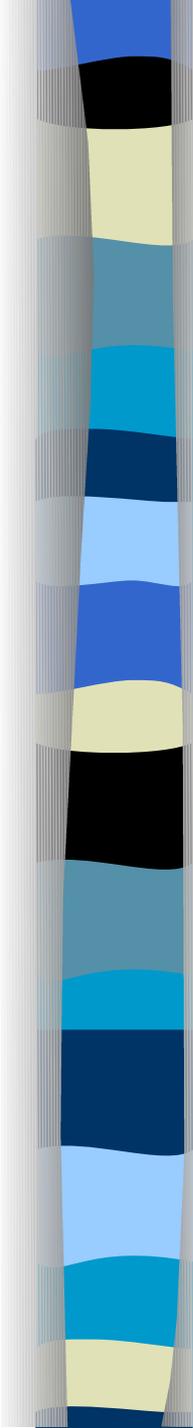
Three Reasons for a Club Newsletter/Web Site

- Document and publicize current events
- Inform with educational material
- Provide visitors with publicity / information



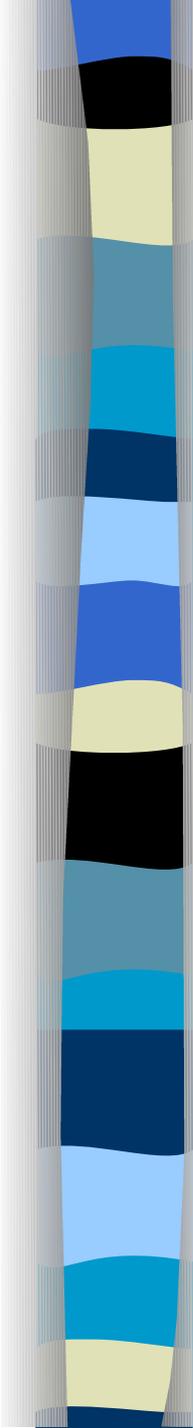
Important Newsletter Features

- ❑ **Content**
- ❑ **Readability**
- ❑ **Visual impact**



Keep in Touch With Toastmasters Events

- ❑ **Be aware of Area and District events**
- ❑ **Attend whenever possible**
- ❑ **Promote the benefits of the organization**



Standards at the Club Meeting

- ❑ **Announce upcoming events / programs**
- ❑ **Ask for newsletter contributions**
- ❑ **Greet members / guests**