



JANUARY 2025

Public Relations Strategy Proposal & Club/District Resource Guide

2025-2030

Presented To

District 72

Presented By

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I. A Thank You to Past and Present Members

Many past and present Toastmasters have contributed to our organisation, New Zealand society and the world stage as club members, competitors, and officers and as district officers since the first clubs were chartered in the country in the 1970s. I would like to express my thanks to them. Your voluntary work has likely enhanced and nurtured, developed others' lives, the clubs and the organisation itself.

I would also like to thank (clockwise from top) Ben Walsh, Reuben Painter, Vinnie Nascimento and Sonya Fenton (not pictured) and all the survey participants.

I hope this proposal will galvanise members into action to prepare **now** for the future.



II. A Holistic, Inside-Out Public Relations Strategy

We need a district that is adaptable, resilient, and appealing to our members and the public. It also needs to be known to the public. We also need to tell **our story** to show **who** we are, **what** we do and **why**.

Video storytelling is just one way to do this however **member word-of-mouth** is likely to be our best public relations. This can be complemented with a relevant, cost-effective PR strategy that embraces **both** digital and non-digital approaches.

In other words, to improve our public appeal and relevance, we need to begin with our members by embracing a varied **collaborative leadership style** that allows for innovation and creativity to flow up through the district.

We need to reduce our reliance on digital media in what is a crowded, information-soaked environment by **being present** in public places and events and contributing directly to the **betterment of society** and **showing our social impact**. See the examples of [Taskforce Kiwi](#) and [NZ Opera](#).

Our strategy also needs to broaden its appeal to attract and retain talented 16-to-30-year-olds. This work needs to begin now. Ben Walsh joined UC Toastmasters when he was 21 and is a former Public Relations team member. Listen to him (including about using search engine optimisation (SEO)) -



This proposed strategy is spelt out in the section entitled “The Five Pillars”. It is a bold, exciting vision and discussion-started for building a strengthened, attractive organisation that we can be proud of and is built on the Toastmaster values of Respect, Integrity, Service and Excellence.

This document also contains a resources, member feedback and feed forward.

IV. Toastmasters International: From Colorado Headquarters to Club - The Three Missions

TOASTMASTERS INTERNATIONAL MISSION

We empower individuals to become more effective communicators and leaders.

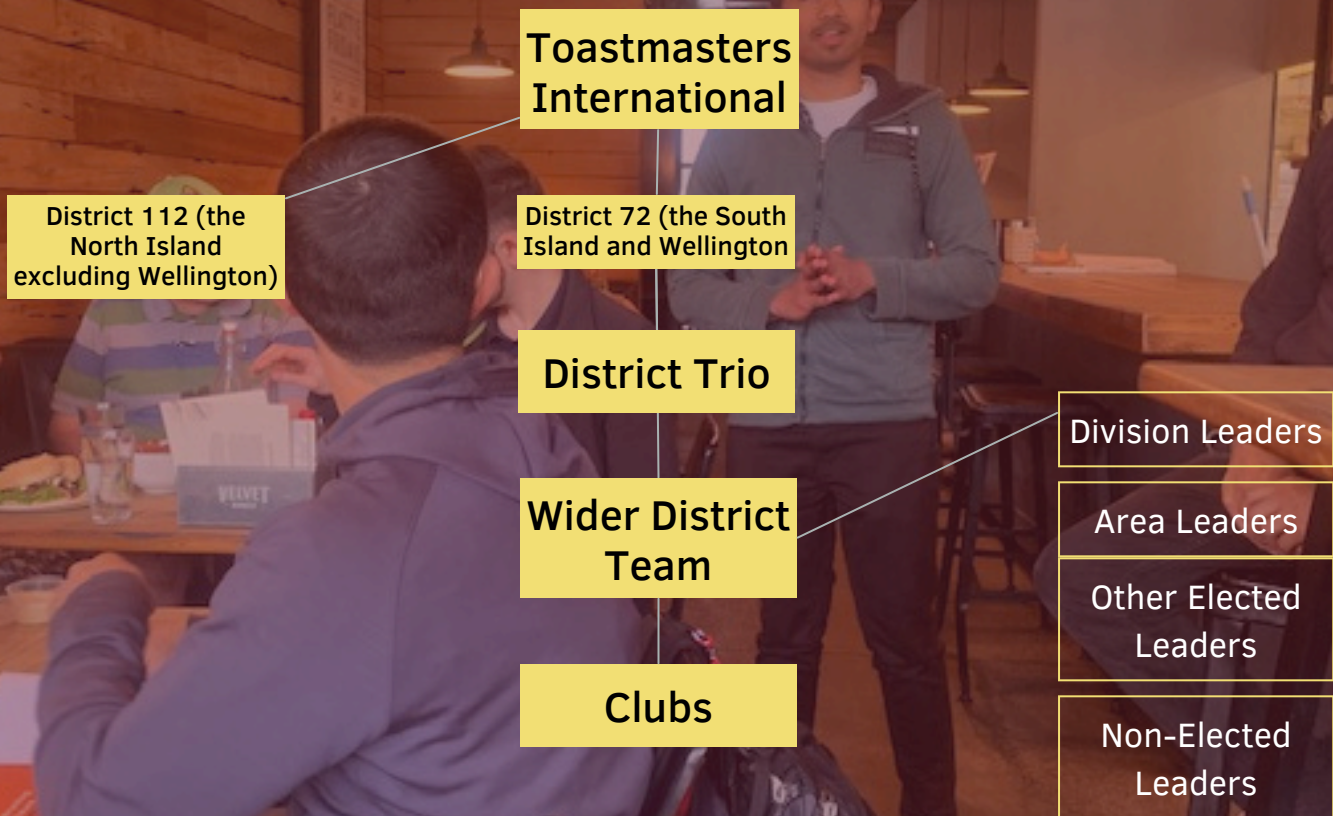
DISTRICT 72 MISSION

We build new clubs and support all clubs in achieving excellence.

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.

V. ORGANIZATIONAL MAP



VII. The Five Pillars: District To Restore Member Confidence and Pride in Toastmasters International

RECOMMENDATIONS

- The District leadership (the District) acknowledge member concerns regarding Pathways Version 1.
- Senior members undertake restorative conversations with past and present members.
- The District lead and plan with more consultation and member involvement.
- The District develop a more constructive response to member concerns regarding Pathways Versions 1 and 2 and general membership queries.
- The District advocate on behalf of members with TI where possible.
- The District develop relevant, needs-focused training for club officers that will help members grow and clubs thrive in today's society.
- The District develop much greater transparency in decision-making and planning, especially with finances.
- In cooperation with the members, the District develop a long-term growth strategy and clear leadership pathways within the district and for under 30s.
- The District continue to acknowledge past and present member contributions.



MAKE TOASTMASTERS RELEVANT TO MEMBERS AND THE PUBLIC

RECOMMENDATIONS

- The District and members (we) build greater member word-of-mouth
- The District restore member confidence and pride in Toastmasters International and Pathways.
- We tell our story and showcase authentic member stories.
- The District reforms itself and opens up the leadership structure.
- The District develops a leadership pathway based on Pathways Version 2 & utilising member skills and strengths.
- We communicate clearer, tailored messaging of Toastmaster benefits to members and the public.
- We develop needs-focused public relations that utilises the latest data and analysis.
- We communicate authentic digital and non-digital "right place, right time" public relations.



Invest in The Future: The Under 30s

- We develop new gavel clubs, an under-30s focused leadership path, mentoring opportunities, and leadership opportunities that have real impact in decision-making and implementation.
- The District start a youth-led teams oriented teams. See the Student Volunteer Army. They could build a greater offline and online presence (video, podcasting, etc) in youth spaces.
- The District develop relationships with other youth-oriented organisations such as Lions and Rotary and run joint initiatives.
- The District seek out this age-groups' viewpoints and ideas.
- The District clearly communicate opportunities, leadership and other, links to other organisations and how TI could be beneficial to this age-group.
- The District ensures this group is involved in the District leadership, events, decision-making and public relations and sees themselves being represented.
- The District invest in the development of a Toastmaster app so this group of members has easier, quicker access to TI media, event notifications and news, and resources, and non-members likewise.
- The District makes it easier for people to recommend TI and clubs online, to share content, and develops a cohesive multi-media strategy and platform.



Develop agile & resilient teamwork in changing times

- The District creates new teams: a data and analysis team, a public relations team with youth wing, an events team with youth wing, a training team, a finance team, an outreach team, a strategy team.
- We focus on data gathering from members and public and having skilled people analyse the results.
- The District improves communication between members and District through the development of an app and a member portal on the website.
- The District cooperates with District 112 through a joint committee, joint projects, shared financing and teams while minimising barriers, both perceived and real, in compliance with TI rules.
- The District does more forward planning, develops a more accessible culture, a more consultative 2-way leadership style that encourages creativity, innovations, collaboration, consensus-building and personal growth.
- Led by the District, we develop a District vision and lead it according to the Toastmaster values of respect, integrity, service and excellence.
- Club officer training and resources for upskilling in Public Relations and technology.
- The District and club officers identify future talent and committed members and encourages and mentors them into leadership roles.



LEAD THE COUNTRY IN COMMUNICATION AND LEADERSHIP

- We show members and the public the positive impact TI members are having and have had on New Zealand society, others' lives and their own. See the public relations of NGO, Taskforce Kiwi, for an example.
- We reach out to prisons, private and public organisations, the under-privileged and youth.
- We have a presence in public events, malls, and exhibitions, where people go, and on TV, radio and non-Toastmasters' podcasts.
- We recognise the best leaders and communicators in the country on similar lines to New Zealander of the Year. Taskforce Kiwi's founder [Richard Adams](#) has been nominated as has [other members](#).

VIII. Selected Key Projects - Proposed For Jan to June 2025



**Toastmasters NZ App
Development - A World's First
\$ TBC**

A smartphone app could provide members and non-members (especially the 18-30s) with a convenient point of entry to local Toastmaster news, events, video, podcasts, and other information. Click the photo to see [Nolan Carrion's prototype](#).



**Exhibition Display Kit Purchase
\$ 1170.61 (e.g. [Imprint Now](#))**

A professional exhibition display kit could be used by the district at a variety of locations (including Westfield malls) as a means to attract the public and generate their awareness of the Toastmasters' brand. The kit could include a brochure display, table and fabric background wall.



**Westfield Mall Ads and Popups
\$ See below.**

Westfield smart screens (fortnightly, \$610 plus GST for less than 10 screens, with site options, multiple images/video on rotation, targeted pre- and post-event data) and a free pop-up (near Pak N Save) offer up opportunities for Toastmasters to run targeted advertising campaigns amongst populations in Christchurch and Auckland. Westfield states 32.6% of shoppers are aged between 16 and 30.



**T-shirts and Hoodies
\$**

A variety of well-designed, appealing t-shirts and hoodies worn in public could raise awareness amongst the 16-30s and be worn out of pride by members as a matter of casual dress and at exhibitions, shows and other pop-ups.

VIII. Selected Key Projects - Continued



Establish Under 30s Public Relations Team \$0

People in this group might have the skill and interest in creating fun, instructive, age-appropriate content and be able to leverage their own professional and non-professional networks to spread the word. They can also create content that features young people and show they do exist in Toastmasters.

Create Member Only Portal On Website and Remove District 72 and 112 Distinction \$ TBC

The D72 website splits into separate District 72 and District 112 pages. For website visitors who are new to Toastmasters, this could be confusing start. Perhaps even for club members. What if members had one central member login and the remainder of the page was designed just for visitors.

SEO Training: Improve Prospective Guests Ability to Find a Club Where and When They Are \$0 or low

SEO or Search Engine Optimisation. Club training ought to cover the how-to of SEO to ensure club's register when users are searching for a club in their locality at the time they search for a club. SEO can be expensive and time-consuming but could serve as a back-up until a NZ app has been set up.

JANUARY						2025
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Add District Calendar to District Website \$ TBC

A central calendar could be added to the website and serve as a club and district (or New Zealand-wide) notice board for members. See [Northern California's website](#) for an example.

Build YouTube Channel and "Community" \$ TBC

Survey participants preferred YouTube for watching video and podcasts. [Toastmasters channel](#) has a 312,000 or so subscribers and some posts have received more than 1 million views. Westfield has also encourage I use video for its displays. Let's consider building [our channel](#). Note: there are other D72 channels as well.

Engage With Marketing Coach \$ Depends on option

The District could work with Zigzag Marketing's [Wendy Tibbotts](#).
Marketing training \$100 per hour
Feedback on Strategic Plan \$299 plus GST
Action Plan Development \$3000 plus GST
I attended part of a well-attended marketing seminars in August 2024. Wendy emphasised taking a data and strategy-driven marketing approach and less emphasis on social media usage, and more on networking.
[Webpage](#)

Resources For District and Club Leaders

- [District 123 - Central and North Ontario in Canada](#)

Great page of resources and guides for club PR Officers. Portals for adding and advertising events.

- [District 101 - USA](#)

7 Social Media Apps for Toastmaster Clubs. Conducted social media surveys of clubs and members - useful info on how to best apply these platforms.

- [District 57 - Northern California](#)

Events Archive - Calendar for club and District events.

- [District 21 - British Columbia, Canada](#)

Events from August 1 – August 22 – Calendar for club and District events

- [District 60 - Toronto, Canada](#)

- Maps to find clubs - District 60. Great use of visual media, maps, to prompt clubs in the district.
- Podcast Frankly Speaking (buzzsprout.com) D60 Podcast - all episodes
- Media D60 Podcasts: SpeakUP! and Frankly Speaking - District 60 serving Toronto, Canada (toastmasters60.com) Media Page for 'Frankly Speaking' Toastmasters podcast.

- [Un-Official Toastmasters Reddit Toastmasters](#) - Knowledge base, regular member engagement (how to do y, Q's, etc)

- [Toastmasters International -Podcasts](#) - how do they do their Podcasts?

- [Anja's Toastmasters Video Collection - YouTube](#)

Great info and resources!

- How we introduce members to toastmasters
- How we help clubs support themselves
- How to introduce members to roles
- Great resources, slides, infographics

- [Toastmasters Club Committee Calendar - Google Sheets](#)

This is a list of recommended events and activities, with some indication of how important they might be.

- [My Toastmasters World - YouTube](#)

"This is what the "grass-roots" Toastmasters community needs: They need helps to digest the information in layman way and walk them through step by step. I pledge to serve the needs of the "grass-roots" Toastmasters!"

Data Sources

Place	Location	Value for us
Toastmasters International Daily Reports	Toastmasters International - Daily Reports	Can use this to find information about the District: Dues Education, Awards Clubs Status Mentors, Club Coaches
District 72 Toastmasters - Survey	See attachment	Insight from members regarding where they find news and events, feedback and feed forward on our District 72's marketing, etc.
D72 District Data	District Performance (toastmasters.org)	Can export as a CSV file (Export, top right) and graph in Excel.
District 72 Club Data	Club Performance - 72 (toastmasters.org)	Can export as a CSV file (Export, top right) and graph in Excel.
District Reports	District Analysis Reports (toastmasters.org)	Useful stats and run downs on districts.
TMI Statistics and Data Hub	Toastmasters International - Statistics and Data Hub	Worth investigating - useful resources.
TmTools - Tools for Toastmasters	TmTools -- Tools for Toastmasters (marshalls.org)	Instant Lookup of Toastmaster Information. Very useful resource!
TmTools	Microsoft Word - SEO for Toastmasters club website.docx (marshalls.org)	Search Engine Optimization (SEO) for Toastmaster club websites
Tech for Toastmasters	Analyze Toastmasters Dashboard data with EXCEL Pivot Tables (youtube.com)	This video explains how to download the CSV files available on the Toastmasters dashboard and also other tabular data and analyze it quickly using EXCEL Pivot Tables.
Tech for Toastmasters	Tech for Toastmasters - YouTube Tech for Toastmasters Playlists - YouTube	Useful guides for improving outreach, publicity, tech tools, etc. New videos regularly posted.
Mapping Toastmasters Clubs	GIS for Toastmasters Club Alignment - YouTube	"In this series of videos, I'd like to explain how I used GIS (Geographic Information Science) to aid District (Re)Alignment process. Enjoy! #gis #toastmasters #district91"

Sample of Member Recommendations

“More outreach”

“By posting relevant videos,pictures interesting content about district, post what the district has to offer”

“Again, target younger audiences aswell. Its obvious that the target is broad, but not investing in youth is a recipe for future failure.”

“There needs to be something for each generation”

“Find the segment of the market that you are most interested in Appealing to. Once that is known, then you can form a more clear narrative and vision of what Drives and motivates those individuals or audience members. An example might be if you're trying to appeal to a younger demographic, find out what young people want to get out of life. This might be things like an increased sense of confidence, empowered ability within the workforce so that they don't feel stepped on. All of which are things that Toastmasters can provide. Does Masters teaches people how to conquer? Their speech and articulate thoughts in a clear and concise way. This can be useful for a younger demographic, but if the appearance of Toastmasters is for older folks sitting in a room just giving speeches, it does not resonate with younger folks.”

“Perhaps more emphasis on other aspects of TM like socially”

“Is already excellent. As long as people know it exists there shouldn't be any problem.”

“Helping clubs with the big challenges they face, relevant to where the districts clubs are at.”

“Awareness. I've not spent alot of time online but I wasn't aware there was so much info available

“Highlight to some of the best club videos.”

“Refreshing and understanding what the 'market' is demanding. People are time poor if we put a lot of pressure on people to commit to yet another thing they wont want to.”

“People knowing what toastmasters does as I think people have heard of it.
More social media marketing”

“SEO”

“Better SEO”

“Radio Community News”

“By posting meeting pictures, videos, reels, interesting facts/interesting content

“A younger social media team. Older generations don't understand current trends and how to captivate the young audience that use social media. Less money on billboards and useless positions, more money on social media paid presence and free presence. Sometimes content pays for itself.”

“ I have found that even members of clubs do not look at their own club websites and Facebook pages. Some members left when Pathways were introduced, and no one did anything about that. Some clubs are more open to easy-speak, a non-ToastMasters software, than they are to Pathways. Members who are IT literate have commented that the websites (local, District and International) are out of date.”

**HOW COULD D72
IMPROVE THE
RELEVANCE OF ITS
CONTENT FOR THE
PUBLIC**

**HOW COULD D72'S
PUBLIC ONLINE
PRESENCE BE
IMPROVED?**

"They need to look more appealing sources of digital marketing as well as treating each club like a networking group whereby each member feels a sense of pride in introducing new members."

"More online marketing"

"More posting of things that may benefit people to join"

"those who sees the post are already interested in Toastmasters. it needs to adapt to current audience. see stuff like Joe Rogen chrisma on command to see what audience want"

"More articles in the media especially when someone accomplishes something or an important event. Possibly posters in public areas would be good too. Word of mouth is also a good idea. Social media is good, but only people following club social media pages or looking for a hashtag eg #publicspeaking will see it."

"Two way engagement with the Clubs, making the District a central hub for them."

"I think we need to move to other social media platforms like Instagram and have it linked back to a polished website. People like short-form videos (1 min or less), which could be posted as reels on Instagram and a website."

"More clubs clubs being active on X and YouTube."

"Rebranding - Toastmasters is such a great place to help improve public speaking but the branding and marketing is dated."

"More advertising on social media platforms, attendance of expos etc."

"As a member of the District 72 FB group, the presence is quite well-known, but not entirely sure how similar it is for the general public. It probably can be improved with more public content shared in the open, separately from the members only group."

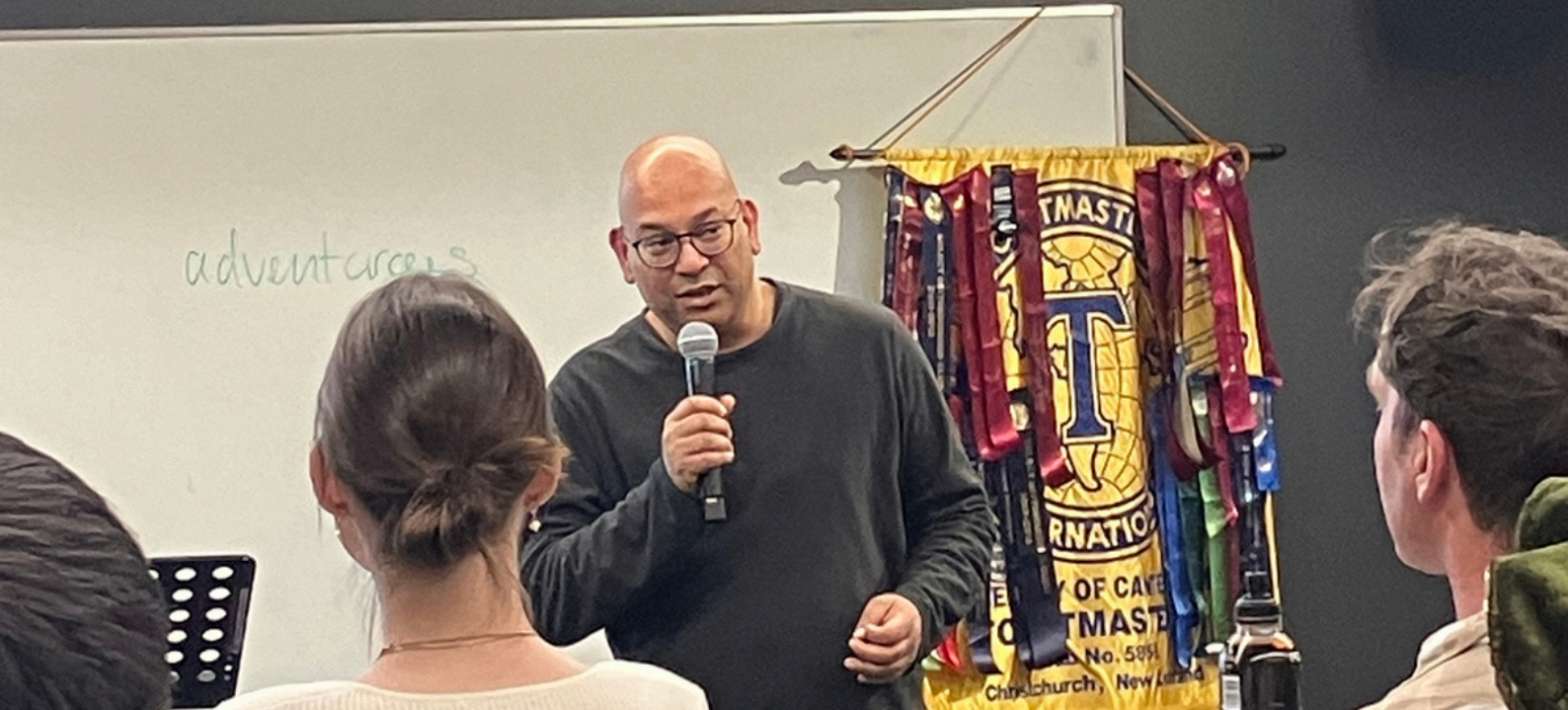
"Maybe go sponsored posts on FB and IG."

"Many people in Wellington know about Toastmasters but don't join. Range of factors affect why people don't join. Suggest we focus on the wide range of benefits in our advertising campaigns. Would suggest billboards in cities using real Toastmasters. Personal stories are powerful.i"

"Google analytics applied to all club home pages. COT training on how to maximise your hits Posts catered to non tm audience, different modes of posts (diversity), purpose to posts"

HOW COULD D72'S PUBLIC ONLINE PRESENCE BE IMPROVED?





Do you want to work on bringing this strategy to life?

If you do, contact me.

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nz