



FOUNDER'S DISTRICT Toastmasters International

PUBLIC RELATIONS ACHIEVEMENT AWARD Founder's District 2010-2011



Be an inspirational leader as Vice President of Public Relations and win the Public Relations Achievement Award by completing all four qualifying criteria and as many optional activities as you can accomplish from Jan 1, 2011 through Mar 25, 2011. Copies of all materials must be submitted by midnight 3/25/2011.

The VP of PR with the most points wins a prize valued at more than \$250.00, at the District Conference on April 16, 2011.

✓ Category Qualifying Criteria Points		Points
Information	List your club's current meeting time, location, web site, etc. on the Toastmasters International site.	10
Planning	Submit an action plan with target dates for your accomplishments.	10
Training	Attend Vice President of Public Relations Officer Training.	10
Visitors	Number of guests that visit your club - triple points if they join a club.	2 each
✓ Category Optional Activities Points		
Calendar	Have your club's activities and meetings listed on community calendars either online or in printed publications.	5 each
Magazines	Distribute Toastmaster magazine to doctor and dentist waiting rooms, repair shops, hair and nail salons, etc - include your club's current contact information.	5 each
Meeting	Attend an Area or Division Council meeting.	10 each
Newsletter	Have an article printed in a company newsletter - double points if VP of PR produces a club newsletter.	5 each
Orientation	Create a "New Member Packet" for visitors to your club.	5 each
	Have your company's Human Resources department include Toastmasters information in new employee hire paperwork.	5 each
Press	Submit a press release to local media (i.e. newspaper, e-zine, etc.)	5 each
PSA	Submit a Public Service Announcement (PSA) to TV or radio.	5 each

✓ Category Optional Activities Points, continued		Points
Publicity	Display Toastmasters bumper sticker or license plate frame.	5
	Create club/officer business cards.	5
	Place a Toastmasters sign in front of your meeting place.	5
	Speak about the benefits of Toastmasters to local colleges and businesses.	15 each
	Help coordinate a community event and publicize Toastmasters	25 each
	Have a local, state, or federal politician honor a specific club event or anniversary with a proclamation - triple points if they attend or you have local media cover and report on the event.	25 each
Training	Conduct a Speech Craft - points per number of project weeks.	10 each
Web	Create or maintain a club web site.	15
	Enter your club web site into the Diamond Web Award.	25
	Enter the Founders Film Award.	50

Include:

Club Name and Number
 VP-PR Name, Number, & E-mail
 Supporting documentation

Send achievements to:

Cynthia Trinidad, DTM
 517 Georgetown Lane
 Placentia, CA 92870

Questions:

PRO@foundersdistrict.org
 714 423 5095

*** VP of PR or club member designate must be present at the Fall District Conference to win.