



FOUNDER'S DISTRICT Toastmasters International

**PUBLIC RELATIONS ACHIEVEMENT AWARD
Founder's District 2010-2011**



CHECKLIST

✓ **Category Qualifying Criteria Points**

- Information List your club's current meeting time, location, web site, etc. on the Toastmasters International site.
- Planning Submit an action plan with target dates for your accomplishments.
- Training Attend Vice President of Public Relations Officer Training.
- Visitors Number of guests that visit your club - triple points if they join a club.

What to Turn In:

Email Info, plan, training date and Visitor names to PRO prior to Mar 25th, 2011 – pro@foundersdistrict.org

✓ **Category Optional Activities Points**

- Calendar Have your club's activities and meetings listed on community calendars either online or in printed publications.
- Magazines Distribute Toastmaster magazine to doctor and dentist waiting rooms, repair shops, hair and nail salons, etc - include your club's current contact information.
- Meeting Attend an Area or Division Council meeting.
- Newsletter Have an article printed in a company newsletter - double points if VP of PR produces a club newsletter.
- Orientation Create a "New Member Packet" for visitors to your club.
Have your company's Human Resources department include Toastmasters information in new employee hire paperwork.
- Press Submit a press release to local media (i.e. newspaper, e-zine, etc.)
- PSA Submit a Public Service Announcement (PSA) to TV or radio

Enter the Founders Film Award.

Links preferred or Hardcopy of publication

Picture at Retailer or Letter from retailer

List date, time and place and other attendees

Email pdf attachment or Link

Picture of contents at Club Meeting

Picture handing to or Letter from HR personnel

Copy of submitted fax or email verification or Link to media posting

Snail-mail CD or Email Link to password encrypted UTube or Vimeo (NOT AVAILABLE TO THE PUBLIC)

Emailed notification matching the above

✓ **Category Optional Activities Points, continued**

What to turn in

Publicity Display Toastmasters bumper sticker or license plate frame.
Create club/officer business cards.
Place a Toastmasters sign in front of your meeting place.
Speak about the benefits of Toastmasters to local colleges and businesses.
Help coordinate a community event and publicize Toastmasters

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.

Picture
Scan
Picture
Picture or
Letter from beneficiary
Flier and Photo

Training Conduct a Speech Craft - points per number of project weeks.

Picture or Video

Participation ok
Photo, date and time,
Location, sign-off by
facilitator or co-
participants

Web Create or maintain a club web site.
Enter your club web site into the Diamond Web Award.

Link
Link and notification

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 must be present at the Fall District Conference to win.