

Founder's District Toastmasters International

PUBLIC RELATIONS ACHIEVEMENT AWARD CHECKLIST

Category Qualifying Criteria Points		What to Turn In:
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.	Email Info, plan, training date and Visitor names
Training	Attend Vice President of Public Relations Officer Training.	
Visitors	Number of guests that visit your club - triple points if they join a club.	

Category Optional Activities Points		
Calendar	Have your club's activities and meetings listed on community calendars either online or in printed publications.	Links preferred or Hardcopy of publication
Magazines	Distribute Toastmaster magazine to doctor and dentist waiting rooms, repair shops, hair and nail salons, etc - include your club's current contact information.	Picture at Retailer or Letter from retailer
Meeting	Attend an Area or Division Council meeting.	List date, time and place and other attendees
Newsletter	Have an article printed in a company newsletter - double points if VP of PR produces a club newsletter.	Email pdf attachment or Link
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.	Picture of contents at Club Meeting Picture handing to or Letter from HR personnel
Press	Submit a press release to local media (i.e. newspaper, e-zine, etc.)	Copy of submitted fax or email verification or Link to media posting
PSA	Submit a Public Service Announcement (PSA) to TV or radio Enter the Founders Film Award.	Snail-mail CD or Email Link to password protected YouTube or Vimeo (NOT AVAILABLE TO THE PUBLIC) Emailed notification matching the above

Category	Optional Activities Points, Cont.	What to Turn In:
Publicity	Display Toastmasters bumper sticker or license plate frame.	Picture
	Create club/officer business cards.	Scan
	Place a Toastmasters sign in front of your meeting place.	Picture
	Speak about the benefits of Toastmasters to local colleges and businesses.	Picture or Letter from beneficiary
	Help coordinate a community event and publicize Toastmasters	Flier and Photo
	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 or Video
Training	Conduct a Speech Craft - points per number of project weeks.	Participation ok Photo, date and time, Location, sign-off by facilitator or co-participants
Web	Create or maintain a club web site.	Link
	Enter your club web site into the Diamond Web Award.	Link and notification

Include:	Send achievements to:
Club Name and Number VP-PR Name, and E-mail Supporting documentation (All submission should be electronic, scans of documents, jpg photos of hardcopies, and links to sites are acceptable)	District Public Relations Officer pro@foundersdistrict.org