

Success Through Service

“Never doubt that a small group of thoughtful, committed citizens can change the world ...” *Margaret Mead*
“No matter how big and powerful government gets, and the many services it provides, it can never take the place of volunteers.” *Ronald Reagan*
“I’ve seen the difference that volunteering efforts can make in people’s lives. I know the personal value of service as a local volunteer.” *Jimmy Carter*

(1) COMMUNITY COMMUNICATION AND LEADERSHIP

- a. Develop your communication and leadership skills outside the club
D. LaCroix’s “Stage Time” www.darrenlacroix.com
- b. Your “Community”: Interdependent, with common characteristics, interests, goals www.onelook.com
Family, educational, youth/adults, professional, religious, civic, political, military, arts, sports, special needs, online communities (www.Meetup.com), non-profit and charitable organizations.

(2) DEVELOP YOUR PROPOSAL

Define your personal communication and leadership goals for community involvement.

Your current TM level:	_____
Your TM goal(s):	_____ (HPL/DTM; Club DCP and Membership; Club/Area/Division/District Leadership)
Your personal goal:	_____ (Professional conferences; improved communication/leadership skills)
Organization Name:	_____
Website:	_____
Contact Name:	_____
Contact Phone/Fax:	_____
Contact email:	_____
What you want to do:	_____ _____ _____

(3) SPECIAL REQUIREMENTS when working with schools or non-profits

- a. **Background Checks** – Schools, parks, youth organizations, licensed care facilities, etc.
CA Office of the Attorney General, Department of Justice <http://oag.ca.gov/fingerprints>
- b. **Confidentiality**
Toastmasters, Privacy Policy <http://www.toastmasters.org/privacy.aspx>
Video: <http://www.toastmasters.org/TIvideorelease>
CA Online Privacy Protection Act <http://oag.ca.gov/privacy/COPPA> Bus.&Professions Code 22575 et seq.
- c. **Release of Liability**
- d. **Publicity Requirements**
 - i. Pre-approval of public announcements
 - ii. Limitations on use of organizational names and logos (copyright and trademarks)

(4) BRAINSTORMING to identify potential community partners and resources

- a. Audience Suggestions => Community opportunities for communication/leadership
- b. Social Media resources => Using volunteer websites to find volunteer opportunities www.oneoc.org
- c. Personal Connections => Foundations, Non-Profits. Find one that fits your interests ☺

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d. Professional Connections (Blogging, Conferences, Marketing, Training Programs)

(5) **EXAMPLES:** Think “Outside the Box”

Start your own non-profit: California Association of Non-profits

<http://calnonprofits.org/resources/starting-nonprofit/15-launch-articles/65-first-steps-article>

Privacy Rights Clearinghouse <https://www.privacyrights.org/online-privacy-nonprofits>

(6) **TM RESOURCES** for leveraging your involvement in community events

a. **Founder’s District (Public Relations tab)** www.foundersdistrict.org – Public Relations

i. Newsletter - Division Writers

ii. Judges Bureau: Founder’s website. Email: community@foundersdistrict.org

iii. Speakers Bureau: Founder’s website, or www.OCSpeakersBureau.com

Contact Victor C. Broski at (949) 433-6258 or email SpeechPro@aol.com

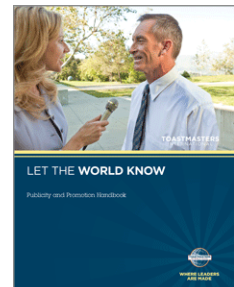
b. **Youth Leadership** www.foundersdistrict.org/membership/ylp

c. **Toastmasters International “Let the World Know”** (Item 1140)

PR Corner: <http://www.toastmasters.org/Members/PRCorner.aspx>

Brand Portal: www.toastmasters.org/BrandPortal

Copyright and trademark - Special rules regarding use of the TI logo



(7) **SUCCESS THROUGH SERVICE PRESENTATION OUTLINES**

Prepare a 10-15 second introduction to your proposal for evaluation and feedback. Share with the group:

- Community organization or event
- How you would apply your skills to benefit this organization or event
- What you want to accomplish through your involvement
- Recruit: If you are already involved in this event, how can others become involved?

SUGGESTION: Forward info about this event to the appropriate contact(s) at Founder’s District.

Next Steps:

Event Date: _____ Contact by Date: _____

Recruit volunteers: _____

Funding: _____

Publicity: _____

TM steps: _____

PRESENTATION PROPOSAL: 10-15 second description – what you want to accomplish and what you need to achieve your goal.

(8) **RECAP of Suggestions – Resources – Benefits – Publicity:**

Benefits: Enhanced skills; increased involvement; achieve goals; publicity; membership; and, benefits to the District in training and experience for future District leaders.

Publicity: Let everyone know about your involvement as a Toastmaster. Per Michael Varma’s PRO web page:

- If you pay for a sign to say, “Circus Coming to the Fairgrounds Saturday,” that’s **ADVERTISING**.
- If you put the sign on the side of an elephant and walk him around town that’s **PROMOTION**.
- If the elephant walks through the mayor’s garden and the media reports on it, that’s **PUBLICITY**.

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- If you can get the mayor to laugh about it, that's **PUBLIC RELATIONS**.