



Michelle Bender, DTM
PR Manager

Public Relations Manager Report

Completed

- Participated in the PRM conference calls with other local PRMs and Linda Rhea to share information and best practices.
- Sending out \$25 Toastmasters gift certificates for clubs that conducted Open Houses in Jan-March 2017 (contact prm@foundersdistrict.org for more information).

Recognition

- Avis French working diligently with the volunteers for Judges Bureau – completed events at OC Academic Decathlon, LA Academic Decathlon and many others.
- Vernon Budinger social media chair has completed 3 social media workshops: Social Media for Clubs, Using Meetup, and Generating Leads with Facebook.
- Vernon Budinger has been posting flyers for upcoming events on our District Facebook page, including upcoming Division Contests.
- Silvia Swigert/Vernon Budinger – After presenting the Meetup workshop, the number of clubs using Meetup has increased significantly.
- Dan Cossack – Webmaster – created new updates to my.foundersdistrict.org
- Jennifer Kwan – She has agreed to host the next Social Media workshop in April.

Issues

- PR Awards – extending deadline to March 31 due to limited responses in the Diamond Web, Founder's Film, and Social Media awards. Awards to be given out at the Hall of Fame Dinner on April 21.

In Progress

- Newsletter – March issue due out any day now
- Founder's TV – Many videos in progress – next filming on March 23 in Irvine.

Upcoming Events

- March 31 – Extended deadline for Founder's Film, Diamond Web and Best Social Media Awards. Go to <http://www.foundersdistrict.org/resources/public-relations>
- Feb. 1 - March 31 – Talk up Toastmaster (those clubs who gain 5 new, dual or reinstated members will be invited to the District-sponsored pizza party on May 6.
- April 1 – Dues due to Toastmasters International
- April 15 – Candidates' Showcase at LaPalma Community Center
- April 21-22 – Founder's District Spring Conference at Sheraton Cerritos
- May 13 – Ignite Event with Fireball Tim at LA Racing in Irwindale
- Check www.foundersdistrict.org/calendar for other upcoming events.

Other

- Opportunity to include sponsor ads in the Conference Program starting at \$30 for business card size ad.
- Looking for additional sponsors for our District Conference.
- Make sure to “like” us on Facebook:
<https://www.facebook.com/FoundersToastmasters/>