

Vice President Public Relations Resources

Use Video

Video can be a great way to showcase the things that make your club unique! After all, the *people* are really the best thing about Toastmasters.

Be sure to ask for permission from your members before re-posting any video you record at a meeting. Toastmasters provides a [video release form](#) you can use.

You don't need expensive software to edit recordings. Windows 10 includes Video Editor and Mac computers have iMovie already installed.

Share your edited clips on your web site, on social media, and linked your emails!

Amp up Your Web Site

Don't miss an opportunity to make a great first impression.

Register a URL (or 2)

Register a URL if your club doesn't already have one. If your club URL is too long to include on flyers or online ads (or if it's too difficult to remember), consider registering a second, shorter or more memorable address. For example, [spiritedspeechmasters.org](#) -> [spiritedspeakers.org](#).

Use QR Codes

QR codes can be a convenient way for guests to navigate to the registration for an upcoming event. (But always be sure to *also* include the actual URL!) They can also be included on flyers and social media advertisement. Visit [the-qr-code-generator.com](#) to create a free QR code.

Alternatives to Freetoasthost.org

Want more freedom to customize your club web site? Consider a free trial of [toastmost.org](#), the hosted web site solution from David Carr, author of the RSVPMaker for Toastmasters project. For users already familiar with WordPress, David offers his [RSVPMaker and RSVPMaker for Toastmasters plugins](#) free of charge.

Define a Club Mantra

- 3-5 words that capture an organization's essence
- Not a slogan
- Used as an internal guidepost, not publicly shared
- Provides guidance on what promotional ads to run or where to advertise
- Helps filter out inappropriate marketing activities that could undermine this essence

Club Mantra Formula

Functional Modifier
+ Descriptive Modifier
+ Emotional Modifier

Example for a corporate club:

- Advancing (Functional)
- Professional (Descriptive)
- Development (Emotional)

Additional Resources

TI Brand Portal	toastmasters.org/resources/brand-portal
TI Video Release Form	toastmasters.org/resources/video-release-form
URL Registrar 1	domains.google.com
URL Registrar 2	godaddy.com
Free and paid images	freepik.com
Free-to-use photos	pixabay.com
Freetoasthost alternative	toastmost.org
Quirky Holidays List	timeanddate.com/holidays/fun
QR Code Generator	the-qr-code-generator.com