



District 65

Fired up & Ready to Go!

Congratulations Vice Presidents - Public Relations

Welcome to another exciting year for District 65 Toastmasters. Whether this is your first Toastmasters leadership role or you have held many, congratulations on your new position! As the District's new Public Relations Manager, the Trio and I have been busy planning for another successful year for District 65.

From the PR perspective, please keep in mind that you are not alone! In addition to your club, Area Director, Division Director and me, Toastmasters International provides a wealth of support! If you haven't already, be sure to visit the Toastmasters International PR website:

<https://www.toastmasters.org/leadership-central/club-officer-tools/club-officer-roles/public-relations>.

Here you will find information about

- a VP-PR's role and responsibilities
- training webinars and videos
- sample press releases and
- even TI branded logos and templates for you to use.

Hopefully you have already attended a **Toastmasters Leadership Institute (TLI)** and not only helped your club earn Distinguished Club Program (DCP) credit and met amazing people, but also walked away with helpful tips about your PR role.

If not, be sure to attend the last **TLI Club Officer Training**

August 4 | Buffalo • 9am-2pm • Daemen College --> [Register](#)

Training is **FREE** to all Toastmasters members.

Light snacks and lunch will be provided, but you **must register** for the event.

Register by clicking the link of the training location that is best for you. (Non-officers register as non-officers.) You will receive an email confirmation. Since food will be ordered based upon the registered attendees, walk-ins will be welcome to attend but will not have the food option available.

While these were taking place, I've been busy designing a **PR Plan** for the District and putting together a **PR Team** who will contribute to the plan as well as help implement the tasks that will lead us again toward our ***Distinguished District Award***.

Generally, the PR plan is to integrate communication channels within the District as well as throughout the various communities, including our website, social media, print/broadcast channels (advertising & PR) and community points of contact and events.

Your ideas are always welcomed and your efforts will play an integral part. If you would like to join the District PR Team, please contact your Division Director as each is seeking people to represent your Areas.

With the size of our District and the opportunities to engage Toastmasters and potential Toastmasters alike, we have a lot of work ahead. With the dedication that every Toastmaster brings, I'm excited about the coming year!

**Remember, PR is the spark that keeps District 65
*Fired Up and Ready to Go!***



Ilene Benz, ACG
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District 65
Toastmasters International



Lillian Knight-Faison
District Director



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