

DISTRICT
105



VPPR HANDBOOK

"A Comprehensive Guide for Public Relations Excellence"

Branding Matters – Follow the Toastmasters Brand Manual

*To build trust and recognition, all Toastmasters communication must consistently reflect our global identity. While this handbook equips you with local tools, strategies, and ideas, it is essential that all public relations efforts strictly adhere to the official **Toastmasters International Brand Manual**.*

Quick Branding Checklist

- ☒ *Use approved Toastmasters logo (no distortions)*
- ☒ *Followed font guidelines (Gotham / Source Sans Pro)*
- ☒ *Color palette should match brand approved colors.*

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WELCOME LETTER

Dear Vice Presidents Public Relations,

Welcome to one of the most dynamic and influential leadership roles in Toastmasters — the Vice President Public Relations (VPPR). As the voice and visual storyteller of your club, you hold the power to shape perceptions, attract guests, retain members, and spotlight the incredible journeys unfolding within your Toastmasters family.

This handbook has been specially crafted to support you in your exciting journey. While Toastmasters International provides powerful tools like the Brand Manual and PR resources, this district-level guide aims to bridge that global vision with local action — through practical ideas, templates, success stories, and strategy tips that are relevant to YOU.

*This year, we proudly embrace the tagline **“PRogress to PROsper”** — because PR is more than just posters and posts. It’s about purposeful promotion, powerful presence, and positive perception. Our goal is to inspire engagement, amplify voices, and help our district grow in influence, impact, and identity. Together, let’s progress with intention and prosper with visibility!*

Whether you're launching social media campaigns, creating newsletters, organizing open houses, or simply ensuring your club is seen and heard, remember this: your work creates ripples that build a stronger club, a connected community, and a vibrant Toastmasters brand.

Let this handbook be your companion. Refer to it often, share it with fellow officers, and never hesitate to add your own touch of creativity.

Here’s to a term filled with visibility, value, and voice!

*Warm regards,
Manikandan Rajagopal, DTM
District PR Manager
[2025-2026]
District 105 Toastmasters*

DISTRICT DIRECTOR MESSAGE

Dear VPPR Leaders,

Welcome to one of the most dynamic and impactful roles in Toastmasters! As the voice and face of your club, you have the power to inspire, engage, and attract others through the stories you share and the messages you craft.

In your hands lies the opportunity to shape perceptions, celebrate achievements, and create curiosity about what Toastmasters can offer. Every flyer, post, photo, or press release is more than just communication, it's an invitation for someone to begin their transformation.

This handbook is your guide, filled with ideas, tools, and inspiration to help you shine in your role. Use it to amplify your club's presence, build connections, and leave a lasting impact.

Let your creativity lead the way, because when a VPPR leads with purpose, the whole club rises.

*With admiration and support,
Cyprian Misquith, DTM
District Director
[2025-2026]
District 105*

THE ROLE OF VPPR

As the Vice President Public Relations, you're not just handling posters or social media, you're the storyteller, strategist, and spark that brings your club into the limelight!

*You are the reason someone walks into a meeting and says, “**This is where I belong.**”*

What's Your Mission?

To make your club visible, vibrant, and valuable to the world.

Promote what's happening.

Celebrate who's shining.

Attract those still searching.

What You Do:

PROMOTE every meeting, contest, and success with exciting flyers and content.

SHARE your club's story through posts, reels, photos, and videos.

CONNECT with members and guests, before, during, and after meetings.

BRAND your club the right way, with the official Toastmasters look and feel.

PLAN your PR strategy like a pro, and work with your club leaders to shine brighter.

Why You Matter:

Because people can't join what they don't see.

You create curiosity. You build connection. You bring the crowd.

Your creativity + consistency = a growing, glowing club!



GOAL SETTING & PLANNING

A well-defined PR strategy begins with clear goals and a structured plan.

SMART PR Goal (Specific - Measurable - Achievable - Relevant - Time bound)

SMART	Description	Example
S- SPECIFIC	Clearly define what you want to achieve.	“Increase Instagram followers by 30%.”
M- MEASURABLE	Track progress with numbers or indicators.	“Post 3 times a week on Facebook.”
A – ACHIEVABLE	Set realistic yet challenging goals.	“Design and publish 10 flyers this term.”
R – RELEVANT	Align with the club’s and district’s goals.	“Promote 3 open house meetings.”
T – TIME-BOUND	Set deadlines to create urgency.	“Reach 500 page likes by December.”

SUGGESTED VPPR GOALS FOR THE TERM (WITH DESCRIPTIONS)

Awareness – Reach 1,000+ people through social media campaigns

Your primary task as VPPR is to make your club visible. Design and share engaging content on platforms like Facebook, Instagram, and LinkedIn to attract attention. Use event posts, reels, testimonials, and member spotlights to build a wider reach and bring Toastmasters into public view.

Consistency – Publish at least 10 creative posts every month

Consistency builds recognition. Plan your content calendar and post regularly. This includes meeting announcements, post-meeting highlights, quotes, contests, or member achievements. Aim for at least 2–3 posts per week to maintain your presence.

Growth – Bring in 20+ guests through PR efforts

An effective PR campaign should drive attendance. Track how many guests attend because they saw your posts or received event invitations. Use guest forms, WhatsApp invites, or personalized follow-ups. Your PR efforts can directly help with member recruitment.

Branding – Ensure 100% compliance with Toastmasters branding

Always use the official Toastmasters templates, fonts, and colors in your designs. This builds trust and professional credibility. Refer to the Brand Manual for guidelines, and maintain visual consistency in all club communications.

Documentation – Maintain monthly PR reports for handover

Good documentation ensures a smooth transition to your successor. Record your monthly activities, social media performance, guest attendance, and PR campaigns. Share these reports with club officers and keep them in a digital folder for future reference.

YOUR FIRST 30 DAYS – GETTING STARTED

To-Do List for a Strong Start:

- *Read this handbook thoroughly.*
- *Attend a club officers training session.*
- *Connect with your Club President and District PR team.*
- *Join your Division/Area/District PR communication channels.*
- *Gain access to all club PR platforms (social media, website, etc.).*
- *Review your club's existing PR platforms.*
- *Note what is active, what needs updating, and what's missing.*
- *Set up a digital PR folder (Google Drive or Dropbox).*
- *Create a PR Calendar (Excel/Google Calendar).*
- *Open a free Canva account for design. (Check if your previous VPPR used the district sponsored account)*
- *Download the Toastmasters Brand Manual.*



Scan this QR code to access PR Resources

- *Watch 1-2 tutorials on creating flyers and social media posts.*
- *Design and publish your first club meeting post. (**Sample Templates available in PR Resources page.**)*
- *Share it on all club channels and tag your Area/Division/District handles.*

SAMPLE MONTHLY PR CALENDAR TEMPLATE

<i>Week</i>	<i>Date</i>	<i>Planned Activity</i>	<i>Platform</i>	<i>Content Type</i>	<i>Status</i>	<i>Notes / Link</i>
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EXAMPLE

<i>Week</i>	<i>Date</i>	<i>Planned Activity</i>	<i>Platform</i>	<i>Content Type</i>	<i>Status</i>	<i>Notes / Link</i>
WEEK 1	3rd	Meeting flyer + agenda	WhatsApp ,Instagram	Poster	<input checked="" type="checkbox"/> / <input type="checkbox"/>	Include speaker names
WEEK 2	8 TH	Quote of the Week	LinkedIn, Instagram	Text / Poster	<input checked="" type="checkbox"/> / <input type="checkbox"/>	Use motivational quote

Review at the end of each month to improve the next one.

MONTHLY ACTION PLAN

To-Do List :

- Review your PR Calendar.
- Schedule at least 2-3 posts per week.
- Prepare creative materials in advance.
- Announce upcoming club meetings and events.
- Design and circulate event posters.
- Invite past guests and members to attend meetings.
- Post a Member of the Month spotlight.
- Share testimonials or club success stories.
- Post behind-the-scenes or fun moments.
- Analyze your post engagement.
- Record social media stats.
- Submit a brief PR update to club officers.

Power 5: Monthly Checkpoint for Champions

These five checkpoints are your monthly compass to reflect, refine, and reignite your PR game.

1. Spot the Spark - What posts lit up your feed? Identify your most engaging content and double down on what works.

2. Fix the Friction - Where did things slow down or fall flat? Learn from hiccups to smoothen your PR workflow.

3. Gauge the Goal-Meter - Did you stay on course with your goals, consistency, growth, branding, and engagement? Celebrate wins and adjust where needed.

4. Check the Brand Pulse - Does your content reflect your club's energy and Toastmasters' brand values? Keep it authentic and aligned.

5. Save Your Superpowers - Archive your designs, stats, and lessons learned. This growing library will be your legacy and a treasure for your successor.

DESIGN & CONTENT MADE EASY

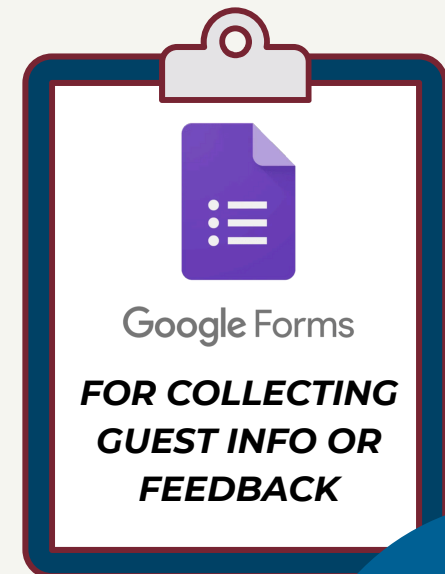
WHAT TO POST?

- *Event Announcements*
- *Member Spotlights*
- *Meeting Highlights*
- *Toastmasters Tips and Quotes*
- *Achievements and Milestones*

WHERE TO POST?

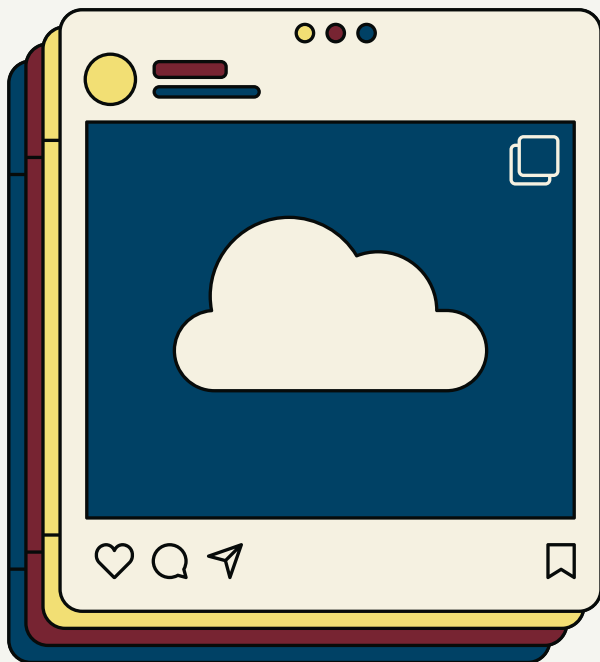
- *Facebook Page & Groups*
- *Instagram*
- *WhatsApp Broadcast Lists*
- *LinkedIn*
- *Club Website or Blog*

USEFUL TOOLS



MEASURE YOUR IMPACT

Tracking progress helps you grow. Keep a simple Excel or Google Sheet to monitor these:



Number of Posts: Track how many posts go out each week.

Followers & Likes: Note increases in social media followers or page likes.

Engagement: Record likes, comments, shares, and what content received the most interaction.

Guest Attendance: Count how many guests attended meetings due to PR efforts.

Member Feedback: Gather insights from club members about what they loved or what can improve.

Tip: Include a monthly summary in your club officer meetings to showcase your impact and inform decisions.

PR BEYOND THE CLUB

As VPPR, you also support your Area, Division, and District events:

- *Help promote Area/Division contests and training programs.*
- *Share and repost District announcements.*
- *Collaborate with other VPPRs for cross-club promotions.*

LEARN, ADAPT & GROW

Mistakes will happen – and that's okay!

- *Keep improving your designs and content.*
- *Observe what kind of posts get good engagement.*
- *Save your best-performing templates and re-use them.*
- *Learn from fellow VPPRs and District Training Programs.*
- *Seek feedback from club members and mentors regularly.*
- *Experiment with new content styles (reels, stories, carousels).*
- *Keep a swipe file of PR ideas from other clubs.*
- *Celebrate small wins and keep yourself motivated.*

Remember, every post is progress. Keep learning, and keep creating!

A close-up photograph of a person's hand, palm up, holding a logo. The logo consists of the words 'Work in Progress' in a stylized, bubbly font. 'Work' and 'Progress' are in dark blue with yellow outlines, while 'in' is smaller and in yellow with a blue outline. The hand is light-skinned and positioned against a plain white background.

**Work
in
Progress**

ENDING ON A HIGH NOTE

As your term comes to an end, ensure a smooth transition and celebrate your accomplishments:

Create a VPPR Handover Document – Summarize your key activities, what worked well, and suggestions for improvement.

Share Access Credentials – Provide login details for social media, Canva, scheduling tools, email accounts, and cloud storage.

Hand Over the PR Calendar – Give your successor the PR calendar and highlight upcoming important dates.

Archive Creatives and Data – Organize and store all posters, reports, guest lists, engagement stats, and branding assets.

Write a Personal Note – Share encouragement and tips with the incoming VPPR. Help them feel confident from Day 1.

Celebrate Your Year – Share a post about your journey, thank your team, and acknowledge milestones.

Your efforts have shaped your club's voice and visibility. Take pride—you've made a lasting impact!

***Your Journey
begins Now !!!***



APPENDICES

TMI BRAND RESOURCES

<https://www.toastmasters.org/resources/brand-portal>



TEMPLATES

<https://www.district105.org/pr-resources/>



CONTACT SHEET

<https://www.district105.org/contact-us/>



STAY CREATIVE, STAY CURIOUS, AND LET YOUR CLUB SHINE!

DISTRICT
105



“EFFECTIVE COMMUNICATION IS THE KEY TO ENGAGING AND GROWING A TOASTMASTERS CLUB!”
“EVERY VPPR PLAYS A CRUCIAL ROLE IN SHAPING OUR DISTRICT’S SUCCESS.”

www.district105.org