

# Vice President Public Relations Training Handout

For use at the 2016-2017 Division G-hosted Officer Training Sessions

The three R's are:

Role  
Responsibilities  
Resources

R1 is Role (see Club Leadership Handbook (CLH) page 31). What "p" word is repeated in the first paragraph for which how-to info is provided in the second?

Role paragraphs distilled:

- Promote the club to the community via bulletin board posters, fliers, etc.
- Announce club events and news via the media using press releases
- Ensure your club, especially if a community club, has a well-maintained Web presence. Closed corporate clubs don't need this as much, if at all.

R2 is Responsibilities (one, under the headings on CLH page 31).

Though there's one responsibility, there are a good number of ways you can promote your club, engage current members and attract new members. Review the items on page 32. Promote your club via social media if you are not already doing so. Meetup charges a fee but has been proven a successful tool if members actively engage with it.



R3 is Resources.

- Officer training (as many as you can get to) to learn and to exchange ideas.
- CLH manual page 33 and 34 links to resources on Toastmasters International Web site.
- Who/what else? Your predecessor as club VPPR. VPPRs at other clubs (pay 'em a visit!)

## Homework assignment

1. Attend as many officer training sessions as you can.
2. Read pages 31 through 34 in the Club Leadership Handbook.
3. Check out the resources on page 34.
4. Brand your club correspondence, agenda and other documents with official T.I. letterhead.
5. Build a media/outreach list for regular, ongoing promotion of your club.
6. Consider a PR campaign or contest (cf. CL projects 8 and 10).