

FOUNDER'S DISTRICT Toastmasters International

PUBLIC RELATIONS ACHIEVEMENT AWARD

Founder's District 2012-2013

Be an inspirational leader as Vice President of Public Relations and win the Public Relations Achievement Award by completing all four qualifying criteria and as many optional activities as you can accomplish from Jan 1, 2013 through Mar 23, 2013. Copies of all materials must be submitted by midnight 3/23/2013.

The VP of PR with the most points wins a prize valued at more than \$200.00, at the District Conference on April 20, 2013.

✓ Category Qualifying Criteria Points **Points**

Information	List your club's current meeting time, location, web site, etc. on the Toastmasters International site.	10
Planning	Submit an action plan with target dates for your accomplishments.	10
Training	Attend Vice President of Public Relations Officer Training.	10
Visitors	Number of guests that visit your club - triple points if they join a club.	2 each

✓ Category Optional Activities Points **Points**

Calendar	Have your club's activities and meetings listed on community calendars either online or in printed publications.	5 each
Magazines	Distribute Toastmaster magazine to doctor and dentist waiting rooms, repair shops, hair and nail salons, etc - include your club's current contact information.	5 each
Meeting	Attend an Area or Division Council meeting.	10 each
Newsletter	Have an article printed in a company newsletter - double points if VP of PR produces a club newsletter.	5 each

Orientation	Create a “New Member Packet” for visitors to your club. Have your company’s Human Resources department include Toastmasters information in new employee hire paperwork.	5 each
Press	Submit a press release to local media (i.e. newspaper, e-zine, etc.)	5 each
PSA	Submit a Public Service Announcement (PSA) to TV or radio.	5 each
Publicity	<ul style="list-style-type: none"> • Display Toastmasters bumper sticker or license plate frame. 5 each • Create club/officer business cards. 5 each Place a Toastmasters sign in front of your meeting place. • Speak about the benefits of Toastmasters to local colleges and businesses. 5 each • Help coordinate a community event and publicize Toastmasters 15 each • Have a local, state, or federal politician honor a specific club event or anniversary with a proclamation - triple points if they attend or you have local media cover and report on the event. 25 each 	
Training	Conduct a Speech Craft - points per number of project weeks.	15 each
Web	<ul style="list-style-type: none"> • Web Create or maintain a club web site. 15 • Enter your club web site into the Diamond Web Award. 25 • Enter the Founders Film Award. 50 	

Include:

Club Name and Number
 VP-PR Name, Number, & Email
 Supporting documentation

Send achievements to:

Daniel Cossack, DTM
PRO@foundersdistrict.org
 949-836-9500

***** VP of PR or club member designate must be present at the Fall District Conference to win.**