

## Do you know the District 59 Newsletter?

# Clarion

Toastmasters District59 Newsletter

SPECIAL

MAY 17th

2008

## Do you know that

- ◆ our Archive counts **47** issues of The Clarion newsletters:  
[www.district59.org/clarion.html](http://www.district59.org/clarion.html)
- ◆ the earliest The Clarion Newsletter is from **1999**
- ◆ The Clarion newsletter is written for **YOU** and by **YOU**
- ◆ YOU can share your success story and experience with **over 3000 members in over 130 clubs** in District 59
- ◆ you can find **best practices** in clubs all over Europe
- ◆ the Clarion is the best secret to share in the District: **tell others**

## Dear Fellow Toastmasters,

when I took over the role as the District PR Officer I was very excited to get in touch with so many fantastic, enthusiastic Toastmasters.

As PRO it is part of my job to publish the district newsletter **The Clarion**. I collect articles, facts and data which should be interesting for YOU.

**The Website, my next project:** to publish a lot of best practices and experiences as well as templates for flyers, posters and other documents which you might find useful as a Toastmaster or as an Officer.

**The project Easy Speak** goes in parallel - any club that wants to use this fantastic administration software is welcome to contact me.

The district PR motto stays for the coming year:

**SHARE your ideas**  
**and BENEFIT from others'.**



District PR Officer  
Ellen Hermens  
ACG, ALB



## As example - The Clarion Vol. 7: April/May/June 2008

### Table of Content

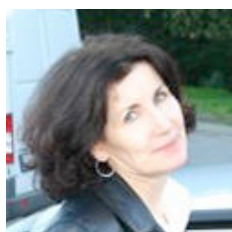
#### District Business / Facts & Data

To inform you what's going on in the District and to offer specific support for you as members and easing up officers' jobs and club business.



#### **District Governor's Page** **Zuzana Grofova** District Governor

Our District Governor writes a letter to the Toastmasters in our District 59.



#### **Hall of Fame**

#### **Lee Tapia** Lieutenant-Governor Education & Training

...keeps track of the educational achievements and emphasizes the educational & training side of the district.



#### **Hall of Fame for Clubs** **Greg Palmer** Lieutenant-Governor Marketing

The LGM supports and reports about building new clubs and building a healthy membership base.



#### **District Conference** **Essentials & Details**

provides you information about the next district conference - such as where to register and what is on the program.



#### **District PR Officer's Note** **Ellen Hermens**

A final call for nominations of the Golden Quill or Sparkling Pixel Award or for other articles.

And the Officer's Corner with tips for club officers.

#### Articles from Toastmasters for Toastmasters

This is the main content: experiences, success stories, best practices, whatever you might be interested in.



#### **Mentorwoman's Adventure** **Kai Gabriele Krüger**

Read about Kai's visits in District 59 and her tips to mentoring. See her checklist on: **Six Important Questions about Mentoring**



#### **Best Practices for** **Public Relations** **Karsten-D. Hinzmann**

Where do you focus: TV or Radio or Press? Karsten shares some experiences he made with the media and what he learned to be more efficient.



#### **Toastmasters & Mindmasters:** **Memory Training** **Günther Schmalzl**

He reports about the benefits memory training brought him in Toastmasters and how you can benefit as well.



#### **Easy Speak? Yes, Please!** **João de Mendonça**

Lisbon Toastmasters chose to use Easy Speak - Joao reports why and what they have gained from using it.

#### **Read on!**

#### **Download the Clarion Vol. 7 2008:**

<http://www.district59.org/clarion.html>

Feel free to hand it out to  
guests, new members, all fellow members

## More Articles From Former Issues

Former issues of the Clarion also include fascinating articles: [www.district59.org/clarion.html](http://www.district59.org/clarion.html)



### **Unique Conference, Unique City** **Paul Talacko**

Paul points out how unique Prague is. He reports why it is worth a journey - coming to the District conference.  
The Clarion Vol. 6, page 3



### **What you gain as officer** **Manfred Schröder**

Learn how valuable officer training can be - especially interesting for Area Governors and Club officers.  
The Clarion Vol. 6, page 6



### **Networking & Promoting Toastmasters in XING** **Thomas Löb**

Learn how Toastmasters uses new media networks for PR and advertising to gain new members. The Clarion Vol. 6, page 8



### **How do you bake a speech?** **Annette Hexelschneider**

Annette reports enthusiastically about the Fall District Conference's winning speech by Mia Benjamin.  
The Clarion Vol. 5, page 5



### **PR at Street Festival Corso Leopold, Munich** **Reinhild Karasek**

How to present your club at public events, a review of successful participation, bringing visitors & members.  
The Clarion 2007-2, Oct. 07



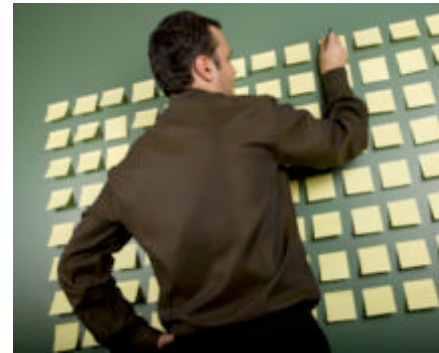
### **What's the point?** **Jim Key**

This article states the observations he made as a veteran of many Toastmasters contests.  
The Clarion 2007-1, July 07

## Does your club have promotional material?

Such as:

- ◆ **Business cards**
- ◆ **Flyers**
- ◆ **Brochures**
- ◆ **Posters**
- ◆ **Postcards**
- ◆ **Presentations**
- ◆ **....**



**Please send me your templates, documents, ideas and suggestions.**

We want to collect them in a database sharing with all in the district.

Imagine - You want to create a visitor flyer to hand out at your meetings:

- 1) you check our database
- 2) „et voilà“: there are already several to choose from.

I know there are many of extraordinary material out there from outstanding Toastmasters. Lots of PR initiatives which we can share to become even more powerful.

Send you documents to  
**Ellen Hermens**, Public Relations Officer  
[pro-district59@speech-coach.de](mailto:pro-district59@speech-coach.de)

### **Would you like to use Easy Speak ?**

It can ease up your club meeting planning, provides you with member progress chart - automatically, quickly assigns roles to the agenda, keeps track of who was present etc.



Check it out and take a look at  
[www.district59.eu](http://www.district59.eu)

**Make your meeting organization easier.**

**SHARE YOUR IDEAS - AND BENEFIT FROM OTHERS'**

**WWW.DISTRICT59.ORG**

## Give me Your Feedback



**I WANT YOU and...**

**...Your success story**

**..Your self-made club flyer**

**...Your Best Practices**

**...Your report on why your club is special**

**...Your template for a book-keeping**

Send your articles to

**Ellen Hermens**

Public Relations Officer

Contact:

[pro-district59@speech-coach.de](mailto:pro-district59@speech-coach.de)

**SHARE your ideas  
and BENEFIT from o  
others'.**

The Clarion is published for YOU to learn, for YOU to find tips and tricks. We have lots of Toastmasters out there who are successful and share their stories: **now what do YOU want to read?**

### **Best Practices for the club**

- Tips how to add variety to the club meetings?
- Ideas for ingenious meetings & successful meetings
- Clubs' PR best practices, successful advertising campaigns
- Checklists for Contests etc.
- Competent Leadership manual made easy
- Sample agendas
- Other: \_\_\_\_\_

### **Stories / Case Studies / "I" stories = Individual stories**

- Success Stories of particular Toastmasters - portraits
- How Toastmasters helped me
  - get a promotion
  - increase self-confidence
  - at home
- What have I learned from TM that I can use in professional life
- Memorable speeches
- Mentoring programs that work
- Award & member pictures
- Reason / Story why TMI is for everybody
- How did I join Toastmasters
- How to find a club
- Other: \_\_\_\_\_

### **Club Corner**

- Information about a particular club with information about city
- Focus on a club: Anniversaries, Achievements etc.
- Local club events / Special club events
- Other: \_\_\_\_\_

### **Educational content**

- Detailed overview of an aspect of the Toastmasters program
- Games and activities for Toastmasters events & parties
- How to give effective evaluations: beginners/intermediate/advanced
- Q&A - column - where we can share questions
- How to become a professional speaker
- Tips how to build a new club
- Other: \_\_\_\_\_

### **District wide**

- Highlights of Division or Area successes
- Toastmasters bylaw changes
- What motivates our leaders?
- Other: \_\_\_\_\_

*You can also provide your feedback online:*

<http://www.district59.org/clarion-survey.htm>

*Get the Clarion into your club: give me an e-mail address to provide you with the most current issue.*