

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
- ◆ 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

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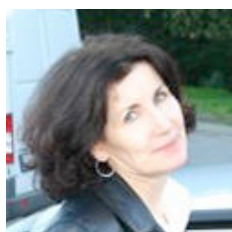
District Business / Facts & Data

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



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



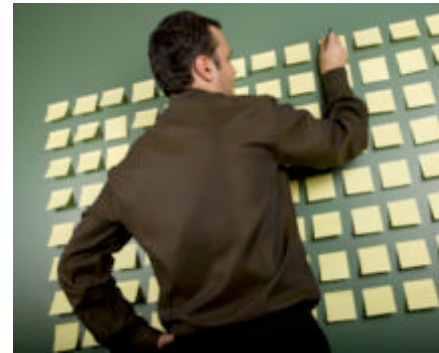
What's the point? **Jim Key**

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

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

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

**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.