



District 80 PR Manager  
Sue FONG, DTM  
Email: [d8odpr@gmail.com](mailto:d8odpr@gmail.com)

## District 80 Top 5 Club PR Campaign Contest 2018 – 2019



**Yes, there must be a strategy!** Whether you are building a skyscraper or your club PR campaign, you need a blueprint to follow. Most Toastmasters clubs are overflowing with great PR ideas and creative members who can't wait to share their success stories. *We would love to know **the secrets and strategies** that lie behind these efforts!*

**What's in for you?** If your entry is selected as one of the top five, you'll receive recognition at District event. Your ideas may even be published in District Newsletter.

**What do you need to do?** Submit an entry and describe your club's PR campaign. Be sure to include these details:

**Date:**

**Objectives:**

How many members do you start with? What are your goals of your club PR campaign?

**Strategies:**

What are your club's PR strategies to reach your goals?

**Duration:**

How long is the campaign?

**Promotional Channels:**

How do you reach out to your own members and target groups of prospective members?

**Success:**

Have you reached your goals? Or, are you on track?

**Supporting Material:**

If you have created a campaign flier, poster or other promotional material, please do submit a copy with your entry.

One entry per club allowed. All entries must be received by District PR Manager - Sue FONG, DTM ([d8odpr@gmail.com](mailto:d8odpr@gmail.com)) by 15 Jan 2019.

*\* District 80 reserves the rights to modify the Contest rules and Terms without prior notice. All results announced are final.*