



Aelita Archbold
Public Relations Manager
District 54
pemchicago@y7mail.com

Public Relations Manager Report

April 29, 2021

The main goal for 2020-2021 is to empower each of the 70+ D54 Club VPPR's with tools & resources, increase engagement with members of each club, bring new members to the clubs, and engage them by creating various events, such as: surveys, contests, discussions, Q & A and recognize the most active members on social media.
Engage clubs via social media platforms such as: LI, Meetup, FB & Instagram.
To provide effective e-mail and social media campaigns for each event.

Accomplishments during my term: 2020-2021

- At the beginning of my term, in order to send the information that intended to be sent only to the D54 Officers I created 7 separate e-mail lists.

During my term, I sent multiple effective e-mail campaigns via the Godaddy platform.

I started the D54 FaceBook group from "0" and now it's a very active and engaging group with daily posts and 187 members. On average each post has from 40 to 60 viewers.

I created D54 FB Page and the content for the page.

On December 18 I launched and completed the D54 Christmas/ New Year Joke Contest. I managed daily communication with all participants and performed daily posts- updates related to the contest. We had 3 winners. All winners received prizes.

February 19th, on D 54 Toastmasters FB and FB Page I launched the new Toastmasters Testimonial Contest with the purpose of empowering existing Toastmasters and bringing more new members. I managed daily communication with all participants and performed daily posts- updates related to the contest. We had 9 submissions, including video submissions. All participants got rewarded.

- On February 26 I presented a webinar 10 Ways To Do Effective Marketing in the Toastmasters Clubs.

On February 20th, I organized monthly, 1 hour long, VPPR meetings. We had a few VPPR at each meeting. Because of the not sufficient attendance, in February I moved the meetings on the D54 FB group in the form of Q & A.

With the support of the D54 PR team, with using various marketing tools & resources I was able to increase engagement with D54 members on Social Media, and engage D54 members by creating (see above) events, surveys, contests, discussions, Q & A and recognize the most active members on social media.

I especially want to thank our very dynamic & creative Director Bala Sreedharan, the D54 PR team, and the D54 leadership team for their cooperation, support, and help to bring D54 members to a new level.

**Respectively Submitted,
Aelita Archbold PRM
Public Relations Manager
630•800•6641**