



# Public Relations Manager Report

Saturday, Dec. 18, 2021

Fellow Toastmasters,

While many businesses seem to shut down for the holidays, things are waking up as we near the end of the calendar year for District 54 in terms of PR activity.

We have picked up our email marketing efforts as we enter the mid-year training season. I've been helping to send out emails on behalf of TLI deans, and I've also been using email and social media to promote our district's webinars and the need for prison club mentors within the district. Overall, a little more than 1/3 of our members are consistently opening emails, which is higher than the nonprofit industry benchmark at 28%. That means that people are seeing what we are doing!

Additionally, the District 54 Facebook advertising campaign to generate awareness is working well. The goal of the campaign is to generate new likes for the page, with the idea that the more people who like our page, the more people will engage with our Facebook content, and hopefully engage with our clubs. This is the second month in a row we have run this type of campaign. We've generated about as many Facebook page likes in the last 6 weeks or so than we have since starting this page in January.

With regard to training, I conducted a webinar this past week for Vice Presidents of PR on the "6 Weapons of Influence To Get Anyone To Join Your Club's Next Meeting." I promoted this event on a few Toastmasters groups on Facebook to generate awareness outside our district, as well. We purposefully didn't provide a recording of this meeting, so after some discussion amongst our group, I'd like to present this session live again sometime in the next month or so.

One new initiative I'm teaming up with Dick Poirier on is auditing District 54's PR-related tech stack, or all the technologies we use for PR activities. We're keeping track of what accounts we have and who has access to those accounts so that we can document our processes to create efficiency when we need to do something on behalf of our district.

Finally, I need your help. If you or someone you know would be interested in helping on the PR front, I would appreciate it. I'm looking for people who are interested or knowledgeable in email marketing, social media marketing, and media outreach as we get closer to the upcoming spring conference. If this sounds like you or someone you know, please contact me!

Thank you!

Respectfully submitted,

Adam Bockler  
Public Relations Manager, District 54