



Public Relations Manager Report

Saturday, Nov. 20, 2021

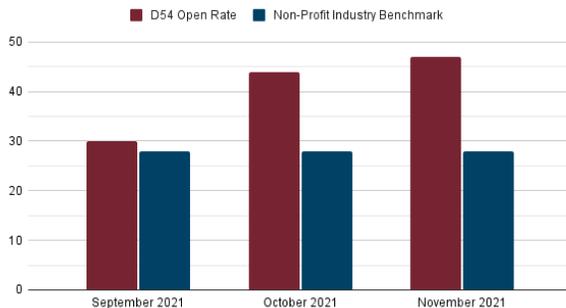
Fellow Toastmasters,

There is much to report over the past month!

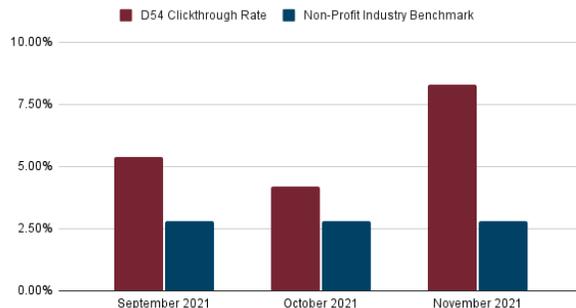
First, we concluded our first month of advertising to generate awareness for District 54 Toastmasters since the start of the new Toastmasters year in July. To that end, **more than 42,000 people viewed our Facebook ads about 100,000 times**. This month, we are modifying the campaign goal to be new Facebook page likes so that more new people can see what we're about when we post helpful content. To that end, **we have grown our Facebook likes by 58%** since the start of this month.

In addition to advertising to prospective Toastmasters, we are also working to keep our existing membership engaged. We do this through a monthly newsletter, which continues to generate more engagement and positive feedback with each edition. Each newsletter has seen engagement above the non-profit industry benchmarks for open rate and clickthrough rate, which are the key metrics for email marketing campaigns. One veteran Toastmaster in our district reached out to say that the newsletter serves as "a great benefit to our members," and I believe these numbers support that.

D54 Newsletter Open Rate



D54 Newsletter Clickthrough Rate



As public relations manager for the district, I've also started hosting interactive roundtables with VPPRs throughout the district. In these webinars, we've discussed the importance of good branding, keeping your club's TI listing updated, resources on the District 54 website, and how VPPRs and VPMs can team up following last month's renewal cycle to re-engage members who didn't renew. I plan to host one in December, so please keep an eye on your inbox for that.

Finally, I have two requests. First, if you or someone you know would be interested in becoming our next newsletter editor or social media coordinator, please let me know! Second, please also contact me if I can help your division, area, or club publicize any wins you've achieved over the last month or upcoming events you have.

Thank you!

Respectfully submitted,

Adam Bockler
Public Relations Manager, District 54