



**Aelita Archbold**  
**Public Relations Manager**  
**District 54**  
[pemchicago@y7mail.com](mailto:pemchicago@y7mail.com)

## **Public Relations Manager Report**

### **December 17, 2020**

The main goal for 2020-2020 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:**

- In godaddy, I created 7 new mailing lists for each officer's role. Now we have members list and 7 separate lists with 7 officers roles. This gives much more flexibility and focused targeting during each e-mail & social media campaign.
- I had a Zoom Conference with Chris Boyk regarding direction and next steps on PRM.
- In August 16, D 54 FB Group had 75 members. By October 16, 2020, it has 120 members!
- I create daily posts about leadership growth, District events & post it in the group.
- =====
- November 19, 2020, I had the monthly VPPRs meeting, where I help fellow VPPRs Toastmasters to solve their marketing problems. This time I had 7 attendees.
- I created for the D54 two GoDaddy e-mails campaigns for all requested & approved events.
- Oct 29, 2020, I hosted the webinar "3 Ways to Boost Your Club's Social Media".
- November 11, 2020 I had a monthly meeting with the region PRMs and Region Adviser Phil Varona. During our discussion I introduced to PRMs from D35 and D43 the idea of joint events.
- November 11, 2020 I proposed to the DEC "shared and joint events proposal or collaboration with 3 other districts.
- In December I sent an e-mail campaign of the Webinar "The Consummate Contestant" with Mike Mullin, the Former District 54 International Speech Winner and promoted this event on D54 FB Group.
- December 3, I initiated a Webinar with Tony Audrieth that is scheduled on January 19, 2021, at 7:30 PM.
- On December 19th, D54 FB Group has 132 members. And it's continue to grow!

**Goals for 2020-2021:**

1. Newsletter Editor

3. Create online event “D54 Toastmasters Got Talent” where each D54 Toastmaster will have an opportunity to participate and win the prize.

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