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Public Relations Manager Report

November 16, 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.
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- 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.

This is the proposal:

Right now, we are barely have one event in a month!

If we all agree on a collaboration and joint events with D35 and D43, we can have one D54 event and two joint events with D35 and D43.

If our D54 has an event that can bring value to the D35 and D43 they will post our event on their SM & website and in tern if D45 & D53 have an events, we, D54 can post their events on our SM & website.

We are talking about monthly events.

In addition we can create a joint event and bring three speakers from three districts together for the one joint event.

What are the benefits for each district?

The benefits are obvious.

1. Take advantage of the virtual space we have been placed by corona virus.
1. We can learn from each other.
2. Have larger attendance.
3. Have bigger and more productive networking
4. Engaging more audience from this particular districts.
5. Sharing common values.
6. Learning from each other.

We should start small and collaborate with no more than 3 districts, because of the coordination and scheduling of the events.

Before to start planning on collaboration with other 3 districts, it would be good to organize the agenda first and work out the details.

It would be very beneficial for all districts, Directors of D35, D43 and D54 can get together on Zoom call and clearly define the guidelines for such collaboration.

For example: What type of events can be approved, how many events in one month can be approved, on what SM and or a website it can be shared?

How many e-mail campaigns from each district can be sent & shared by other districts?

Which way joint events can be promoted where all 3 speakers are from 3 districts would participate in one joint event?

I think the first step is: Directors of D35, D43 and D54 can get together on Zoom call and clearly define the guidelines for such collaboration in writing a simple agreement.

Goals for 2020-2021:

- Find 2 volunteers who would agree to be mentors/resources for Club VPPR's various marketing tasks.
- The following district staff positions are still available.
 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,
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