



Founder's District Toastmasters L.A.C.E.

Saturday, July 13, 2024

RESOURCES, SUPPORT & DIRECT LINKS



Market Like A Pro!

How to Promote Your Club to Potential Members

AND

Marketing a Club Speechcraft Series

Presented by

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Past District 5 Governor, Accredited Speaker, Certified Virtual Presenter

CEO, Sparkle Presentations, Inc.

- HANDOUTS ARE POSTED HERE -

<https://sherylroush.com/founders-district-toastmasters-july-13-2024-resources/>

FOUNDER'S DISTRICT WEBSITE:

<https://www.foundersdistrict.org>

FOUNDER'S DISTRICT YOU TUBE CHANNEL:

<https://www.youtube.com/@FoundersDistrict>

FOUNDER'S DISTRICT FACEBOOK PAGE

<https://www.facebook.com/FoundersToastmasters>

FOUNDER'S DISTRICT MEMBERS GROUP

<https://www.facebook.com/groups/3076072962682982>

FOUNDER'S DISTRICT MEET-UP

<https://www.meetup.com/founders-district-toastmasters/>

FOUNDER'S DISTRICT NEWSLETTERS

<https://www.foundersdistrict.org/2024/07/01/latest-founders-district-news-2/>

MOMENTS OF TRUTH

Part of The Successful Club Series, Moments of Truth outlines how to create a positive first impression of your club, and recognize and deal with situations critical to club success.

FREE. Download the handout, slides, and chart. Item #290

<https://www.toastmasters.org/Resources/Moments of Truth>

email: pqd@foundersdistrict.org

CLUB SUCCESS PLAN

A form to help clubs create a plan to become a Distinguished Club for the upcoming program year.

FREE. Download the form. Item #111A

<https://www.toastmasters.org/Resources/1111A Club Success Plan>

email: pqd@foundersdistrict.org

BRANDING

Toastmasters Brand Portal - logos, templates, fonts, colors, usage

<https://www.toastmasters.org/resources/brand-portal>

Download items from the BRAND PORTAL, view the examples ... and follow the guidelines!
Clubs are NOT permitted to create their own logo, theme, and/or tagline.

SPEECHCRAFT

Toastmasters International Speechcraft site

<https://www.toastmasters.org/education/speechcraft>

Founder's District Speechcraft:

email: pqd@foundersdistrict.org

Hosting a Speechcraft Series is ideal to:

- ✓ Attract new members to an existing club
- ✓ Conduct a program in the community
- ✓ Train staff in a business/organization
- ✓ Begin forming a new club

Host a 4, 6, or 8 week Series.

Speechcraft Resources are available!

<https://www.toastmasters.org/education/speechcraft>

Speechcraft Resource Library

Download documents here:

<https://www.toastmasters.org/resources/resource-library?t=/speechcraft>

Speechcraft Promotional Video

<https://youtu.be/wqYDBgHKFTo>

Speechcraft Content Overview

TI Item 493

Speechcraft Quick Start Guides

COORDINATOR, TI Item 493qs

PARTICIPANT, TI Item 493pq

Overview of Pathways Credit

TI Item 497

Speechcrafter (Participants) Overview for Coordinators

<https://www.youtube.com/watch?v=MGSqIByohMA>

Getting Started on Base Camp as a Speechcraft Coordinator

<https://www.youtube.com/watch?v=0z3qD3UkGDc&t=1s>

Speechcraft Marketing Sales Brochure for Businesses and their Staff

TI Item 8628

Use this hashtag to search and post on Facebook

#Speechcraft

Who are Ideal Speechcrafters?

- WHO needs the skills this program offers?
- WHAT are their PAINS or challenges?
- WHEN is a convenient time to attend?
- WHERE are they located?
- WHY would they attend?
- Will they INVEST?

The Better Speaker Series Set – FREE!

Educational Speech Materials (Topics)

Ideal for conducting Free Seminars

Use as the educational sessions during your Speechcraft Series

TI Item 269 - downloaded as a ZIP file

<https://www.toastmasters.org/resources/the-better-speaker-series-set>

Toastmasters Accredited Speaker Program

Toastmasters professional presenter designation.

<https://www.toastmasters.org/membership/accredited-speaker>

WATCH VIDEOS on Sheryl's YouTube Channel:

SPEECHCRAFT SESSIONS

https://www.youtube.com/playlist?list=PL_cIYSKkFLFmp3X6rR3r-1A74X6sfarEI

MARKETING FOR TOASTMASTERS

https://www.youtube.com/playlist?list=PL_cIYSKkFLFkBI2s5MyhIVmtRJuc_pUlk

TOASTMASTERS Playlist

https://www.youtube.com/playlist?list=PL_cIYSKkFLFkBI2s5MyhIVmtRJuc_pUlk

ACCREDITED SPEAKERS Playlist

https://www.youtube.com/playlist?list=PL_cIYSKkFLFmrePkp1YB-nwJovplUjhl

Resources available from Sheryl Roush, DTM, PDG, AS, CVP

Heart of a Toastmaster Book

TI-Sanctioned resource.

Received "Best Anthology" Award by the Int'l Book Awards

Print on Demand, <http://amzn.to/2pYxhB5>

Kindle version, <http://amzn.to/2p62rBx>

How to Become An Accredited Speaker

Resource for purchase: MP3 audios and PDF files, 14 Accredited Speakers.

TI-Approved resource.

Electronic files, <https://bit.ly/AS-Files>

Solid Gold Newsletter Design Book

TI-Approved resource. Ideal for VP-PR, VP-Membership, PRM

PDF version, with additional marketing samples: brochures, slides, fliers...

<https://bit.ly/SGND-book>

Connect with Sheryl Roush

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LinkedIn: <https://www.linkedin.com/in/sherylroush/>

Speaker Site: <https://sherylroush.com>

Online Store: <https://sherylroush.com/store>

Coaching Site: <https://speakandmarketlikeapro.com/coaching/>