

ISSUE 08 February 2025



# DISTRICT 71

NEWSLETTER

D71 BRANDBUILDERS



ENJOY | GROW | CELEBRATE

**LORRAINE HOWARD**

Kildare Toastmasters, Area 28, Division D

[WWW.D71TOASTMASTERS.ORG](http://WWW.D71TOASTMASTERS.ORG)

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# FROM THE DISTRICT DIRECTOR



## CREATE YOUR LEGACY: CHARTER A NEW CLUB AND INSPIRE FUTURE LEADERS

In Toastmasters, we often talk about personal growth—building confidence, honing leadership skills, and developing our voices. But have you ever considered the impact you could have beyond your own journey? One of the most powerful ways to leave a lasting legacy in Toastmasters through chartering a new club.

Starting a new club isn't just about meeting a membership goal or expanding our reach; it's about creating opportunities. When you charter a club, you open doors for people who might never have discovered Toastmasters otherwise—people who could go on to transform their careers, overcome fears, and find their own voices, just as you have.

Imagine the impact of a corporate club where employees grow into strong communicators and leaders or a community club that empowers local residents to share their stories with confidence. Every club begins with a small group of passionate individuals, and you have the power to be the driving force behind it.

Chartering a club may seem daunting, but you won't be alone. The District team is here to guide you every step of the way, from finding potential members to completing the paperwork. And the rewards? They are immense. You'll develop skills in leadership, mentorship, and team-building while making a lasting mark on your community.

If you've ever wanted to make a real difference, now is your chance. Be the catalyst for growth. Inspire others. Leave a legacy that will shape lives for years to come.

Are you ready to take the next step? Reach out to our Club Growth Team today, and let's build something extraordinary together!



# FROM THE PRM'S DESK



Fellow Toastmasters,

As we move into the heart of the year, it's time to reflect on our achievements and set our sights on new goals. This February, let's continue to share our unique stories and successes.

Just completed your Ice Breaker or achieved your DTM, your journey inspires all of us.

Remember, every speech you give, role you take, and meeting you attend builds not your skills and also strengthens our community.

Let's keep the momentum going—engage on social media, invite friends to meetings, and perhaps even start a new club!

Together, we are stronger. Let's make this month unforgettable by spreading the word and warming hearts with our Toastmasters spirit.

Warm regards,

**Angela Afieghe**

**PR Manager, Toastmasters District 71**



# DISTRICT 71 LEADERSHIP TEAM

DISTRICT  
DIRECTOR

PROGRAM QUALITY  
DIRECTOR

CLUB GROWTH  
DIRECTOR



DANNY BANKS

MAIREAD DILLON

STEVE CAMPION

IMMEDIATE PAST  
DISTRICT DIRECTOR

ADMINISTRATION  
MANAGER

FINANCE MANAGER

PUBLIC RELATIONS  
MANAGER



ELIZABETH JORDAN

PAIGE SKELTON

WILLIAM KEARNEY

ANGELA AFIEGHE



# DISTRICT 71

## DIVISION DIRECTORS



TIM LEECH



NICHOLAS O'NEIL



PATRICIA GRAY



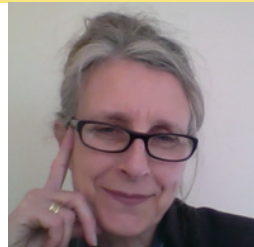
GEORGINA  
HODGKINSON



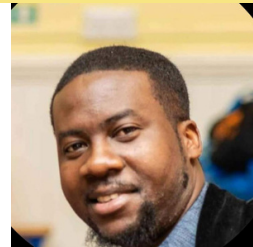
RANDY EKAKITIE



KEVIN O'REILLY



OLGA BYRNE



FEMI OLULAJA



PAUL MCCARTHY



# DISTRICT 71

## PR AMBASSADORS



**Rob Partridge**  
Division F



**Claire Downie**  
Division S



**Katuta Lumpa**  
Division H



**Aparna  
Sasikumar**  
Division N



**Shantelle  
York**  
Division E




**Sudeepto  
kushary**  
Division M



# Centennial Plus One Pledge




# UPCOMING EVENTS FOR THE MONTH



**What Can  
Toastmasters do  
for You?**

10:30 AM - 2 PM

SAT  
**08**



District 71 Brand Builders Presents  
**PROGRESSING  
WITH PATHWAYS  
SERIES**

Toastmasters for beginners, learn to navigate the Pathways system and Pathways refresher sessions.


February 12, 2025  
07:00 PM - 08:00 PM

Patricia Radley

**ONBOARDING WITH  
PATRICIA RADLEY**

07:00 PM

WED  
**12**



**NEURODIVERSITY  
MYTHBUSTING**

Making your club welcoming for all different types of people. Neurodiversity Mythbusting to support your members.

You might not know how many people in your club are neurodivergent. ADHD, Dyslexic etc and many people are still very self aware so they don't even know that they think and express themselves differently to others.

WHAT WE WILL COVER:

- Reframing and changing stereotypes
- Challenging our own assumptions and biases
- Diversity in leadership
- Asking great questions
- Member experience for personal development with support
- Using and receiving feedback
- Goals and meeting preparation
- Supporting communication preferences


5TH DEC 2024  
7:30 PM (GMT)

Eden Weller

**NEURODIVERSITY  
MYTHBUSTING**

07:00 PM

THURS  
**13**



**DISTRICT CLUB  
OFFICERS  
TRAINING 2**

19:00 - 22:00

TUE  
**18**



**TOASTMASTERS  
UNPLUGGED**

19:30 - 20:30

TUE  
**25**

# UPCOMING EVENT

## SPRING CONFERENCE 2025



### Toastmasters District 71 Spring Conference

Early Bird  
Tickets  
Available

## Back to School Solihull Conference 2025



*Join us in Solihull, for the D71  
Toastmasters Conference!*

9 - 11 May, 2025

 Voco St John's Hotels Solihull, B91 1AT

 [www.solihull2025.co.uk](http://www.solihull2025.co.uk)

Early birds ticket available at [Solihull2025.co.uk](http://Solihull2025.co.uk)



# UPCOMING EVENT

EMPOWER YOUR WORKFORCE,  
FEBRUARY 2025



**EMPOWER YOUR  
WORKFORCE**

 THURSDAY  
13 FEBRUARY  11 AM - 12 PM

Find out more:  
[d71toastmasters.org/empower](https://d71toastmasters.org/empower)

Details and registration on  
[d71toastmasters.org/empower](https://d71toastmasters.org/empower)

# CLUB MILESTONE CELEBRATION



## FEBRUARY HONOREES



**Dereham Articulate Speakers**  
1st February - 37 Years



**Malahide Club**  
1st February - 44 Years



**Enniscorthy Club**  
1st February - 30 Years



**Corrib Oranmore**  
2nd February - 21 Years



**Elvet Speakers**  
6th February - 14 Years



# CLUB MILESTONE CELEBRATION



## FEBRUARY HONOREES



**Shropshire Speakers**  
8th February - 12 Years



**Irish Life**  
12th February - 6 Years



**Innovative Speakers**  
14th February - 11 Years



**Microsoft OneVoice**  
14th February - 5 Years



**Westport Speakers**  
19th February - 22 Years



# CLUB MILESTONE CELEBRATION



## FEBRUARY HONOREES



**Power Talk Advanced**  
19th February - 23 Years



**Viking Voices**  
22nd February - 19 Years



**Aberdeen Club**  
22nd February - 19 Years



**Castlebar Club**  
23rd February - 8 Years



**Sheffield Speakers**  
24th February - 14 Years



# CLUB MILESTONE CELEBRATION



## FEBRUARY HONOREES



**Unmute Yourself Club**  
25th February - 11 Years



**Smith+Nephew Hull**  
25th February - 3 Years



**Sterling Speakers**  
25th February - 6 Years



**Molly Malone**  
28th February - 2 Years



**Ennis Club**  
28th February - 49 Years



# SPOTLIGHT ON DISTRICT LEADERSHIP COMMITTEE (DLC)

The District Leadership Committee (DLC) plays a crucial role in identifying and nominating candidates for elected positions within Toastmasters districts. Adhering to Protocol 9.0 and proposed timelines is vital for maintaining the integrity and effectiveness of the process.



**DLC Chair, Elizabeth Jordan**

## **Who appoints the Toastmasters DLC Chair?**

The District Leadership Committee Chair is appointed by the District Director. It is typically a past District leader, usually the Immediate Past District Director (IPDD). This year's DLC chair is Elizabeth Jordan, DTM, IPDD.

## **What specifically is the role of the District Leadership Committee?**

The District Leadership Committee (DLC) is responsible for identifying, evaluating, and nominating the most qualified candidates for the District's elected leadership roles. This process involves a call for candidate applications, conducting interviews, and assessing each candidate's qualifications for the roles.

## **How are Committee members appointed to the DLC?**

The District Leadership Committee (DLC) is responsible for identifying, evaluating, and nominating the most qualified candidates for the District's elected leadership roles. This process involves a call for candidate applications, conducting interviews, and assessing each candidate's qualifications for the roles.

# SPOTLIGHT ON DISTRICT LEADERSHIP COMMITTEE (DLC)

## Which roles are nominated for District 71 (UK North and Ireland) by the District Leadership Committee (DLC)?

The District Leadership Committee is tasked with nominating candidates for the following elected positions:

- **District Director** (DD)
- **Program Quality Director** (PQD)
- **Club Growth Director** (CGD)
- **Division Directors** (DivDs)

These roles are essential for the effective management and leadership of the District.

Key dates on the District Leadership Committee calendar

**November 1 2024:** The District Director appoints the DLC Chair.

**December 1 2024:** The DLC Chair appoints committee members with the District Director's approval.

**January 15 2025:** Deadline for candidates to declare intent to run.

**March 29th 2025,** six weeks prior to the District's Annual Business Meeting: DLC submits its report to the District Director.

**12th April 2025,** four weeks prior to the District Council Meeting (10 May 2025): DLC report is distributed to District Council members and posted on the District 71 website.

Election of District Officers will take place on **10th May 2025.**

You can find out more by visiting the District 71 website:

**[District Leadership Committee – Toastmasters UK North & Ireland](#)**



# TOASTMASTERS AND ROTARY: A POWERFUL ALLIANCE TO CHANGE LIVES



**JILLIAN HASLAM**

**ROTARY CHAIR FOR TOASTMASTERS**

I joined Toastmasters from a banking background, drawn by their tagline, "Where Leaders Are Made." I wanted to share my story, change lives, and advocate for the suffering. Initially, it seemed impossible to get speaking opportunities, but my mentor advised me to start with local Rotary Clubs. I began at the Letchworth club, progressed to London's flagship club, and eventually spoke at their Bournemouth conference. The opportunities, feedback, and kindness I received transformed my journey.

Both Toastmasters and Rotary have given me something priceless—a sense of purpose and the tools to make a difference. It's this shared mission of empowering and uplifting others that makes this alliance so extraordinary. I am so proud to be designated the Rotary Chair for Toastmasters (District 71) and to help bridge these two incredible organisations

## **1. Shared Commitment to Service:**

Rotary and Toastmasters are united in serving humanity. Rotary focuses on life's essential needs—clean water, education, and disease prevention—while Toastmasters empowers individuals through communication and leadership. Together, they address vital human needs and equip people to lead effectively.

## **2. Incredible Members:**

Members of both organisations strive to make a difference. For example, Rotary eradicated polio globally, and Toastmasters have helped build confident communicators who have driven social change for 100 years! Their shared passion for humanity is awe-inspiring.



### **3. Game-Changing Alliance:**

This partnership can amplify impact. Joint efforts in youth programs, such as Rotary's Youth Movement and Toastmasters' Speechcraft, will inspire the next generation. Members can collaborate on projects, combining communication skills with service for greater global reach.

### **4. Unique Benefits:**

Toastmasters gain real-world speaking opportunities at Rotary clubs, sharpening their skills, while Rotarians benefit from Toastmasters' leadership expertise in hosting educational and charitable events. Together, they foster mutual growth and broaden impact.

### **5. Reviving Communication in the AI Era:**

In a world increasingly dominated by AI, face-to-face communication is at risk. Losing these skills threatens collaboration and empathy. Rotary and Toastmasters provide a platform to cultivate interpersonal connections, ensuring humanity doesn't lose its ability to communicate effectively—a vital skill to protect and nurture.

This partnership inspires hope, growth, and positive change across the globe.

Let's act now to safeguard humanity's ability to communicate, connect and lead.



# FEATURED CLUB EVENT

## TALKING HEADS TOASTMASTERS CELEBRATES 35 YEARS

Talking Heads Toastmasters Club was founded in 1989 by the late Paul G. Murphy and Bernadette Hegarty. Bernadette, a resident of the area, had attended a meeting of another club and was so impressed by both the educational and social aspects of the club that she was determined to form one in her own area in Garryvoe. Toastmasters International is a nonprofit educational organization that builds confidence and teaches public speaking skills.

Over the years Talking Heads has had many achievements at Area, Division and District level for various competitions with members travelling to Colchester and Norwich to name but a few. One of the highlights and greatest achievements for Talking Heads was the hosting of a District Conference in 2012, the Cois Ferraige Conference. Toastmaster John Colbert was the Director of the conference and high praise must be given to him and his team for an excellent conference that brought Irish and English Toastmaster clubs together.

We have been privileged to have a number of people who have stayed in our club since its foundation. Bernadette Hegarty, Christine Conway, Chris Dunne, Eleanor Herlihy, Kathleen O'Connell, Aine Reilly, Maureen Rochford and Shay Rochford are still very active members of Talking Heads.



**President Breda Buckley making a presentation to Bernadette Hegarty, founding member of Talking Heads Toastmasters**

# FEATURED CLUB EVENT

This loyalty to Talking Heads is what has kept this club so strong for so many years. We have many other members who have been with the club for years and are always available to welcome and mentor new members. This Club has always had “fun” and “education “at its core and this has kept this club an enjoyable and useful resource for developing skills of communication in a fun environment.

We had many challenges over the years, but the greatest challenge of all was when we tried to celebrate our 30th anniversary in 2020. Covid was a death knell for many Toastmasters clubs throughout the world. Talking Heads had a core group, however, who trained and coaxed all our members to upskill and use the online method of Zoom to conduct our bi-weekly meetings. It was a great source of enjoyment and contact during those dark times.

The future is bright for Talking Heads as, along with our more experienced members, we are privileged to have new, active , vibrant members who add colour, character and charisma to our club. Guests are always welcome, so do come and visit us. Maybe this might just be what you are looking for in 2025.



**President Breda Buckley with members of the inaugural Talking Heads Toastmasters**



# FEATURED CLUB EVENT

## GREAT START TO THE YEAR FOR HERTFORDSHIRE SPEAKERS CLUB

Hertfordshire Speakers club got off to a great start to the new year with a visit from two local dignitaries: The High Sheriff of Hertfordshire, Annie Brewster and the Mayor of Stevenage, Jim Brown. Both guests took the opportunity to explain their work in the community.

They expressed their admiration for the work our Toastmasters club does in the community.



# FEATURED CLUB EVENT

## AMPLIFIERS TOASTMASTERS MEETING



Daniel and the Sergeant at Arms



Patricia Grey and club members with the club's new banner.



# FEATURED

## DISTRICT EVENT

### DISTRICT 71 LEADERSHIP SERIES

A flyer for the District 71 Leadership Series. It features the Toastmasters International logo in the top left corner. The text reads: "District 71 Leadership Series", "Sunday 26th January 2025", and "18:00-19:00 GMT". In the center is a circular portrait of Morag Mathieson. Below the portrait, it says "Morag Mathieson, DTM, IPIP" and "The Legacy Leaders Leave".

**District 71 Leadership Series**  
Sunday 26th January 2025  
18:00-19:00 GMT

Morag Mathieson, DTM, IPIP

*'The Legacy Leaders Leave'*

Immediate Past International President Morag Mathieson, DTM was the first guest speaker at the Sunday Webinar series. Her inspirational message was a call to action for members to step up and lead and leave a legacy for future members as past members have left a legacy for us.

# FACE OF DISTRICT 71



## Celebrating Lorraine Howard. Kildare Toastmasters, Area 28, Division D



Ostriches can't fly but eagles soar!

I joined Toastmasters by accident. Had I known what I signed up for, I may not have joined at all. I would have stayed on the ground and not had the opportunity to lift myself off it.

I saw, on the side panel of my laptop one night, an advert saying there was going to be a Toastmasters meeting the following night, at the Silken Thomas in Kildare Town. This was only 2 miles from where I lived. I decided to go, never realising how much of a difference it would make to my life.

I had had a car accident years before and it had had a huge affect on my ability to do things I had previously done without thinking. I was, one year, the County Kildare Craft Convenor for the Irish Countrywomen's Association and loved every minute of so many different crafts. I loved working with my hands. I gave flower arranging demonstrations, thinking nothing of standing in front of 100 people showing them either how to do different things with plants, or demonstrating how to do an arrangement.

I have always been very strong minded and was now frustrated when I couldn't do things. Eventually I went into the Pain Clinic for 3 weeks. My aim was to sew again. After 3 weeks, I was told that I should now forget that and concentrate on other things. What??? I started withdrawing from various things as I couldn't participate. By the time I went to that first Toastmasters meeting, I had stopped so much and was battling with my loss, and frustration and inability to enjoy all I used to love. With it my self confidence plummeted.



# FACE OF DISTRICT 71



There were crowds at the meeting. I hadn't read the whole piece and didn't realise the past world president would be there and they had come from miles around to see him and listen to him speak! I thought all meetings would be like it and no one would notice me there at all. I could hide myself and just listen to people talking!

I signed up that night. I never told anyone I had gone to the meeting, or joined Toastmasters. Two weeks later when the Kildare Toastmasters Club had their next meeting, I went certain that no one would even notice me. I was horrified when there were only about 20 there. I was suddenly noticed. I was made very welcome and thought I would enjoy the meetings anyway - as long as I didn't have to talk in front of anyone or stand up in front of the members! Everyone was so kind and encouraging of one another. But I was not ready to talk so each evening when they looked for anyone to do anything, I looked at my feet, or the ground, or my hands in my lap. Anything but catch anyone's eye in case they asked me to do something. After about 3 months, the president of the club, was talking to me at our tea break. She was so gentle and was asking about where I had grown up in South Africa. Then said that none of us knew anything about South Africa, and perhaps I may tell them something. I felt too embarrassed to say no but realised I had now agreed to do my icebreaker. I went home and cried on and off until our next meeting. I now had to admit to my family that I had joined toastmasters. As both our children were married and my husband was a weekly commuter to London, I had been able to keep my joining secret. I wasn't ready to share in case they asked me what happened there and they would realise that I wasn't doing anything! I rang my son in London and asked him to please write my speech in case I made a mistake! Poor Alex wrote it for me - "An African Childhood" - and he had only been on holiday there a couple of times. He wrote nothing of an African childhood but more thanking people for making me so welcome when I moved to Ireland.

I recall clutching the podium and crying reading my speech. No one had any idea what standing there was doing to me. Dear Adrian Melia was my first evaluator and with his smiley face he said he enjoyed the speech but he had been looking forward to hearing about an African Childhood! I went home and cried buckets of tears. Not because I hadn't spoken about my childhood, but because I had done it. I had stood up in front of people again. I had spent years hiding myself from all exposure. I was completely drained. But I had done it. My first speech! 28 June 2016.

It became easier after that. Toastmasters doesn't realise what it did to me. How It brought me back from my withdrawal from talking in public to where I am today. I have been president of our club and recently I said Grace , that I had written, in The National Geographic Centre in London in front of about 100 people. I would never ever have been able to do that without the absolute support and encouragement of every single Toastmaster I have met.

I would encourage anyone to join. It is the best gift I have ever given to myself. It is yours for the taking.



# MEMBER SPOTLIGHT



## VPPR OF THE MONTH (January 2024)



**MARY KILBANE**

**LONGFORD TOASTMASTERS**

My Toastmasters journey started in 2019 when I was introduced by a friend whom I made through Dyspraxia Ireland and who passed away sadly in 2022. I recognised the talent and flair I had for something like this. I attended Longford Toastmasters with her as a guest and since then I never looked back. I have been a member of five different clubs including Longford which I have been VPE and now I am President. I joined East Galway Speakers through participation in a contest as a counter or judge and was invited to join the other clubs by members who appeared as guests in Longford. I joined as a guest first then I became a fully fledged member. Since then I have carried out pathway levels and different jobs at the meetings and I have even come second and third in various topic and speech contests



# MEMBER SPOTLIGHT



## PR AMBASSADOR OF THE MONTH (January 2024)



I joined Toastmasters five years ago to improve my confidence in public speaking, particularly for my dog training business. What I didn't anticipate was how much I would grow—not just as a speaker, but as a leader.

One of the things I love most about Toastmasters is its structured approach to both communication and leadership. I set myself the challenge of experiencing every committee role before eventually aiming for Club President. So far, I've served as Sergeant at Arms, VP of Education, VP of PR, and I'm currently the Club Treasurer. Beyond my club, I've also taken on the role of Area Director, expanding my leadership skills at a broader level.

One of my proudest achievements was winning the Oscar Merrick Award for my PR work, particularly in creating a vibrant and engaging Facebook presence for Dundee Toastmasters. This experience reinforced the importance of community, storytelling, and making Toastmasters accessible to a wider audience.

Toastmasters has taught me that leadership is about stepping up, learning through experience, and supporting others on their journey. Every role has given me new insights—not just into how a club operates, but into how people grow when given the right environment to thrive.



# EDUCATIONAL CORNER

## TOP TIPS FOR VICE PRESIDENT OF PUBLIC RELATIONS

1. Debrief with the outgoing VPPR and find out what worked and what did not work and see has the person any suggestions for improvement.
2. Attend committee meetings as much as possible.
3. Make 2-3 achievable objectives for the year.
4. Set up a sub committee with assistants to actively assist.
5. Look at effective social media strategies and decide what platforms suit you best. Facebook, LinkedIn, Twitter, Instagram, Meetup, TikTok?? Encourage viewers to direct message you for further information.
6. See if you can encourage members to assist with personal testimonials, videos, stories, likes and follow up comments on your posts. Ask members to like and share and share with their WhatsApp contacts. Videos should be about 30 secs long for social media if you are making a call to action or announcing an event.
7. Try and pitch stories regularly to local press and radio.
8. Use the parish newsletter and local events platforms in your county.
9. Host Open Nights, Meetups or social events and give an open invite to potential members in the community. Many communities had local Facebook pages so try to connect.
10. Posters or notices on staff notice boards, public noticeboards in community centres or even banks.

**Written by**  
**David Clinton**  
**Toastmasters4Golf**



# PURPOSE PIONEERS

## JOIN THE JOURNEY

### Join Our Visionary Quest for Club Growth!

Step up and be part of an extraordinary movement within District 71 as we embark on a groundbreaking strategy to create new clubs! This is your chance to develop your skills, collaborate with visionary leaders, and play a pivotal role in shaping the future of Toastmasters in our community.

Seize this opportunity to transform your personal and professional landscape. Let's innovate, inspire, and drive success together.

To join, send an email to [clubgrowthdirector@d71toastmasters.org](mailto:clubgrowthdirector@d71toastmasters.org) and contribute to a legacy of excellence and achievement!

### Join the Brand Builders Team!

Dive into a world of innovation, connect with fellow leaders, and leave your mark on our district's legacy in this Centennial year.

Supercharge your Toastmasters experience by joining our elite District Public Relations team! This is your golden opportunity to master new skills, influence our community, and accelerate your Pathways projects.

Don't just participate—lead and inspire! Send an email to [prmanager@d71toastmasters.org](mailto:prmanager@d71toastmasters.org) to sign up today and transform your Toastmasters journey into an extraordinary adventure.



# CHALLENGES & REWARDS

## VPPR OF THE MONTH:

Are you ready to showcase your creativity, engage our community, and take your club's public relations to new heights? This is your chance to shine and bring €50 to your club!

### How to Participate:

Every month, we're looking for a Vice President of Public Relations who stands out by boosting the club's visibility, engaging members, and innovating communication strategies. If you've got what it takes, dive into this exciting challenge!

### Why Join the Challenge?

You will be the winning VPPR gain recognition across the district and increase your PR skills. You will also secure an additional €50 for our club, which can be used to enhance our Toastmasters experience & complete your pathways project!

### Get Involved:

Start planning your strategies, engage with your club members, and let's make some noise about the great work you are doing!



## VPPR OF THE MONTH



# CHALLENGES & REWARDS

## Social Media Post of the Quarter Contest!

Ready to showcase your creativity and social media savvy? Enter our Social Media Post of the Quarter contest and you could win **€50** for your club!

### Contest Details:

Create a post that embodies the spirit of Toastmasters, engages the community, and reflects your club's unique vibe. Whether it's an inspirational quote, a success story, a clever meme, or an event recap, make it impactful and make it shine!

### Winning Criteria:

1. Creativity and Originality: Bring something new and exciting to the table. Surprise us!
2. Alignment with Toastmasters Values & Brand: Your post should be compliant with the TM brand, and embody and promote the values of leadership, communication, and personal growth.
3. Engagement: We're looking for likes, shares, comments, and overall interaction. Get the community talking!
4. Visual Appeal: Make sure your post is visually captivating. Use high-quality images or graphics that grab attention.
5. Message Clarity: Your post should communicate clearly and effectively, delivering its message in a powerful way.

### How to Participate:

Simply tag your club's official social media account in your post and use the hashtag **#D71BrandBuilders** and **#D71PostOfTheQuarter**. Posts must be made within the current quarter to qualify. Send a link of your post to [prmanager@d71toastmasters.org](mailto:prmanager@d71toastmasters.org)



# CHALLENGES & REWARDS

## PR Ambassador of the Month Award:

Are you ready to elevate your Division's profile and showcase your PR prowess? Join the exciting PR Ambassador of the Month challenge and stand a chance to win €50 for your Division!

### What's the Challenge?

Each month, we're on the lookout for a PR Ambassador who goes above and beyond to enhance your Division's visibility, engage the VPPRs & community, craft compelling narratives that resonate far and wide & comply with TM Brand guidelines.

### Why Participate?

This is your opportunity to make a significant impact, gain recognition across our Toastmasters community, and bring a €50 bonus to help fund Division initiatives. Whether it's through innovative social media campaigns, dynamic press releases, or engaging community outreach, your efforts will not go unnoticed!

### How to Win:

Show us how you can lead PR efforts that captivate and inspire. Excellence in communication, creativity in execution, and measurable impact on our community engagement will crown you as the PR Ambassador of the Month.



**PR AMBASSADOR OF THE MONTH**



# CHALLENGES & REWARDS

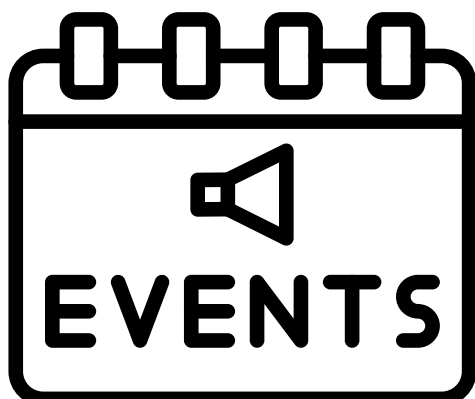
## Open Night Incentive

Calling all Toastmasters! Put your event planning and publicity skills to the test. Host an open night within the toastmaster year that not only captivates but also attracts a crowd! If your event draws 20 or more attendees and gets featured in the local newspaper or on the radio, your club wins **€50!**

### Incentive Details:

1. Organize an Event: Plan and execute an event that draws at least 20 attendees.
2. Capture the Moment: Take photos and videos to document the event's success.
3. Gain Media Coverage: Get your event published in a local newspaper or broadcast on a local radio station.
4. Submit Your Proof: Send in your pictures, videos, and a copy of the media coverage to claim your prize.

**Note:** Each club can claim this incentive once, so make it count! This is a fantastic opportunity to boost your club's visibility, engage the community, and showcase the vibrant spirit of Toastmasters.



# CHALLENGES & REWARDS

## #MyWhy Incentive: Share Your Story, Win €50 for Your Club!

Are you ready to inspire and engage? Participate in our #MyWhy drive by sharing a one-minute video detailing why you joined Toastmasters and why you continue to be a part of our incredible community. The most engaging story of the month will win €50 for their club and gain special recognition!

How to Participate:

1. Create Your Video: In one minute, tell us your Toastmasters journey. What drew you to join? What keeps you coming back? Make it heartfelt and inspiring!
2. Post & Tag: Share your video on social media using the hashtag #MyWhy. Make sure to tag our official page so we don't miss it!
3. Engage Your Audience: Encourage likes, shares, and comments. The post with the most engagement wins!

Prize Details:

The participant whose video garners the most engagement for the month will not only bring €50 to their club but will also be featured in our district communications, showcasing their story and their club.

Deadline: Get your videos posted and rack up engagement throughout the month. Submit the link by email to [prmanager@d71toastmasters.org](mailto:prmanager@d71toastmasters.org) on or before the **28th of the month**. We'll tally the results and announce the winner at month's end.

Why Join the #MyWhy Drive?

This is your chance to highlight the impact Toastmasters has had on your life, connect with others on a similar journey, and contribute directly to your club's success. Let's fill our community with powerful stories and reasons that keep us all coming back for more.

Ready to share your why? Grab your phone, record your story, and let's show the world the power of our Toastmasters community!



# CHALLENGES & REWARDS

## Shine at the D71 Conference in Solihull on Us!

Calling all aspiring writers and Toastmasters enthusiasts! Here's an exciting opportunity to showcase your talents and potentially enjoy the thrill of our next D71 Conference in Solihull – **absolutely free!**

### How to Enter:

Simply contribute an article, story, or any creative content to our district newsletter. Whether it's sharing insights, club successes, personal achievements in Toastmasters, or thoughtful reflections, your contribution not only enriches our community but also earns you a chance to win!

### Prize Details:

Win a Free Ticket to the D71 Conference in Solihull worth **£300**. Immerse yourself in the vibrant atmosphere of one of the year's most anticipated Toastmasters events.

### Drawing Process:

Every contributor's name will be entered into a draw. At the close of the submission period, one lucky winner will be selected to receive a free ticket to the conference, where you can network, learn, and celebrate your Toastmasters journey.

### Don't Miss Out:

This is your chance to shine and be recognized. The more you contribute, the richer our newsletter becomes, and the closer you get to experiencing the excitement of the D71 Conference on us!

Ready to contribute and win? Submit your entries now to [prmanager@d71toastmasters.org](mailto:prmanager@d71toastmasters.org) and join us in making the Toastmasters District 71 newsletter a source of pride and information.

## Let your words take you places!



# PR TIPS & TRICKS

## How to Create Engaging Content for Your Club's Social Media Pages

Social media is one of the most powerful tools for promoting your Toastmasters club, connecting with your community, and attracting new members. Creating engaging content is key to ensuring your pages are vibrant, informative, and inspiring. Here's how you can do it effectively:

### 1. Showcase Club Activities

Post photos and videos from your meetings, events, and milestones. Whether it's a member delivering their Icebreaker speech or your club celebrating an anniversary, these moments make your club relatable and authentic. Use captions that tell a story or highlight key achievements.

### 2. Leverage Member Spotlights

Feature individual members and their Toastmasters journey. Share their successes, what they've learned, and how Toastmasters has impacted their personal and professional lives. Member stories are powerful and inspire others to join.

### 3. Use Visuals Wisely

Engaging content is visually appealing. Use tools like Canva to create eye-catching graphics for upcoming events, meeting themes, or speech contests. Videos of speeches, evaluations, or event highlights are also excellent for capturing attention.

### 4. Educate and Inspire

Share educational content, such as public speaking tips, leadership advice, or time management strategies. Infographics, quick tips, and short videos are perfect for adding value to your audience's feed while promoting the benefits of Toastmasters.

### 5. Stay Consistent

Consistency builds trust and visibility. Develop a content calendar that includes a mix of posts, from promotional updates to inspirational quotes. Aim for at least three posts per week to keep your audience engaged.



# PR TIPS & TRICKS

## 6. Engage with Your Audience

Social media isn't just about posting—it's about interaction. Respond to comments, ask questions, and encourage your followers to share their opinions or experiences. Create polls or quizzes to boost engagement.

By showcasing your club's personality, sharing valuable content, and maintaining an active presence, you'll make your Toastmasters social media pages a powerful tool for connection and growth. Start today and watch your community thrive!



**FOLASANMI GEORGE**  
**KILDARE TOASTMASTERS**  
**DIVISION D PR AMBASSADOR**

# POETIC PALETTE

## ***LONGEST MONTH***

The branches are bare,  
No color anywhere,  
How grey is the sky?  
Oh sun, come say hi.

After Christmas fades,  
And family goes away,  
They take their bright lights,  
Leaving long, lonely nights.

The river of vines,  
Now begins to run dry,  
And mulling of wine  
Feels distant in time.

In the longest month,  
We must see it through,  
So let's light a candle  
To kindle a mood.

Be the reason why  
A passerby smiles,  
The spark that ignites,  
A wing to take flight.

See hope in the depth,  
A chance in the valley,  
Dry land from the galley,  
Through shadowed alleys.

In this longest month,  
Though darkness may test,  
We'll rise and we'll strive,  
For the light ahead rests.



**PRINCE ACQUAH**  
**DISTRICT 71 POET-IN-RESIDENCE**



# DISTRICT TRIBUTES

TOASTMASTERS  
DISTRICT

71

D71 BRAND BUILDERS



REST IN PEACE



**IRENE TUNNEY**

Glasnevin Toastmasters



# DISTRICT TRIBUTES

TOASTMASTERS  
DISTRICT

71

D71 BRAND BUILDERS



REST IN PEACE

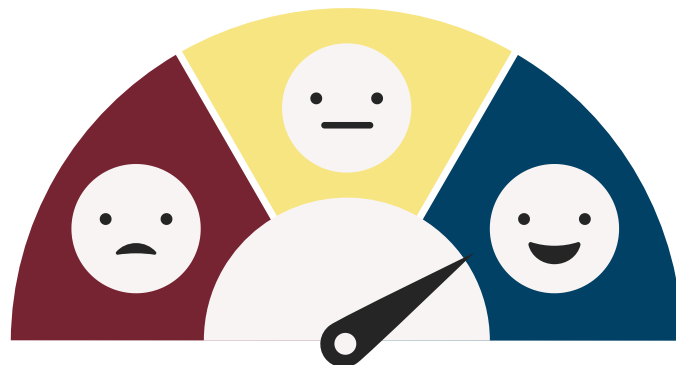


**HENRY KING**

Dublin Toastmasters



# FEEDBACK & SUGGESTIONS



## WE VALUE YOUR INPUT!

### HELP US IMPROVE YOUR NEWSLETTER

We're always striving to make our newsletter more engaging and valuable for you. Your feedback and suggestions play a crucial role in shaping the content and ensuring it meets your needs and interests. Here's how you can contribute:

#### **Share Your Thoughts:**

What did you enjoy in this issue? What would you like to see more of? Your insights help us tailor the newsletter to better serve our community.

#### **Suggest Future Content:**

Have ideas for articles, features, or topics? Would like to suggest clubs or individuals that are outstanding and deserve to be recognised? Let us know! Your suggestions can help us create content that resonates with you.

#### **How to Provide Feedback:**

Email your feedback and suggestions to [prmanager@D71toastmasters.org](mailto:prmanager@D71toastmasters.org) or send us a message on our social media platforms. We're always listening!

#### **Photo of the Month:**

Submit your favourite moments captured during club meetings or events. The best photo will be featured in next month's newsletter!

#### **Join the Conversation:**

Engage with fellow members by discussing your favourite articles and sharing your thoughts on our [Facebook Group](#). Let's build a vibrant and interactive community!

# THANKS TO OUR EDITORS!

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**Angela Afieghe**  
**Elizabeth Jordan**  
**Folasanmi Ajayi**

Share with other members and non-member friends/colleagues that you know.

# THANKS FOR READING!

# HAPPY NEW YEAR!

