

ISSUE 03, September 2024



DISTRICT 71

NEWSLETTER

D71 BRANDBUILDERS



ENJOY | GROW | CELEBRATE

CHARLES MALONE

VPPR

WWW.D71TOASTMASTERS.ORG

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FROM THE **DISTRICT DIRECTOR**



Celebrating Our Unified Efforts

This year, I had the privilege of attending the International Convention in Anaheim, California.

For Mairead, Steve, and myself, the week began with two days of intensive training, offering a fantastic opportunity to connect with District officers from around the world. We exchanged ideas, built valuable relationships, and strengthened our support network for our District.

The convention officially started on Wednesday and culminated with the Presidential Inauguration Dinner on Saturday evening. It featured enriching educational sessions, inspiring keynote speakers, and, of course, the International Speech semi-finals and finals.

The convention provided a unique opportunity to hear from some of the most outstanding speakers in Toastmasters and learn from influential thought leaders.

A personal highlight for me was the Hall of Fame ceremony, where we had the honor of going on stage to receive an award from our International President, Morag Mathieson. This moment was particularly meaningful as it recognized the collective hard work of everyone in our District over the past year.

The experience was truly enjoyable, and I highly recommend attending next year's conference will be held in Philadelphia from August 20-23. Our goal is to achieve Smedley Distinguished District status, and I hope as many members as possible will join us on stage. Start planning now!



FROM THE PRM'S DESK



Hello Fellow Toastmasters,

Welcome to the third edition of our District 71 Newsletter. As we continue to navigate a year of milestones and celebrations, one of the most significant is the 100th anniversary of Toastmasters International. This centennial marks a century of transformational leadership and communication, a journey we are all privileged to continue.

Reflecting on the past 100 years, we see a series of countless stories where individuals found their voices and leaders were made. It's a global legacy that speaks to the power of our organization to foster personal and professional growth. As part of this landmark year, our recent participation in the Toastmasters International Convention was a celebration of our history and a forward-looking gathering that set the stage for the next century of leadership development.

In this special year, our focus is on both honoring our rich history and embracing the future with new initiatives and opportunities. We aim to equip every member of District 71 with the tools and confidence to excel in their personal and professional lives. Expect more workshops, more engaging sessions, and more opportunities to grow with us.

Let's continue to build on the legacy of those who came before us while paving the way for those who will follow. Your dedication to improving yourselves and supporting each other is what makes our community so vibrant and successful.

Here's to a September of excellence in communication and leadership!

Warm regards,

Angela Afieghe

PR Manager, Toastmasters District 71

02 DISTRICT 71 TOASTMASTERS



DISTRICT 71 LEADERS

THE TRIO

**DISTRICT
DIRECTOR**

**PROGRAM QUALITY
DIRECTOR**

**CLUB GROWTH
DIRECTOR**



DANNY BANKS

Danny is a dedicated professional with a robust teaching and coaching background. With years of experience in nurturing and developing skills in others, he has successfully transitioned his talents to support the Toastmasters community. His commitment to personal and professional growth resonates throughout his engagements, as he continues to guide individuals in refining their communication and leadership abilities.

MAIREAD DILLON

With a background in professional training, Mairead is relishing becoming Program Quality Director so that she can share her skillset with the District membership. Mairead is a very enthusiastic Toastmaster and some of the highlights in her Toastmasters career include serving as the head of the Youth Leadership Program in Ireland, establishing the Bank of Ireland BPZ club and delivering a successful District realignment project. In her personal life, Mairead is married to Aidan and Mum to 3 great girls and one super dog!

STEVE CAMPION

Steve has a background in IT leadership and now manages global HR systems for a large hospitality company. He has been a Toastmaster for almost 10 years and has served in several club and District roles. He is enthusiastic about helping more people to benefit from the Toastmasters experience and helping clubs flourish.



OTHER MEMBERS OF THE DISTRICT LEADERSHIP TEAM

IMMEDIATE PAST
DISTRICT DIRECTOR



ELIZABETH JORDAN

ADMINISTRATION
MANAGER



PAIGE SKELTON

FINANCE MANAGER



WILLIAM KEARNEY

PUBLIC RELATIONS
MANAGER



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



UPCOMING EVENTS FOR THE MONTH



District 71 Brand Builders Presents
PROGRESSING WITH PATHWAYS SERIES
100 YEARS
Fundamentals of Progress, learn to navigate the Pathways system and Pathways Member sessions.
September 4, 2024
07:00 PM - 08:00 PM
Patricia Radley
@71toastmasters.org

PROGRESSING WITH PATHWAYS SERIES
07 PM - 08 PM

WED 04



District 71 UK & Ireland
District Council
100 YEARS
9th September, 2024 AT 7 PM

DISTRICT COUNCIL
07 : 00 PM

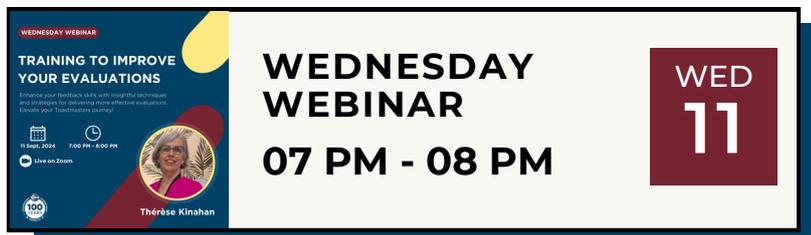
MON 09



PARLIAMENTARY PROCEDURES TRAINING
100 YEARS
Increase your knowledge of Parliamentary Procedures
• Understand how they apply
• Be able to become an effective chairperson
• Participate with confidence in meetings
by knowledge of the rules
Starts
September 10, 2024
07:00 PM - 08:00 PM
Larry Lyons
@71toastmasters.org

PARLIAMENTARY PROCEDURES TRAINING
07 PM - 08 PM

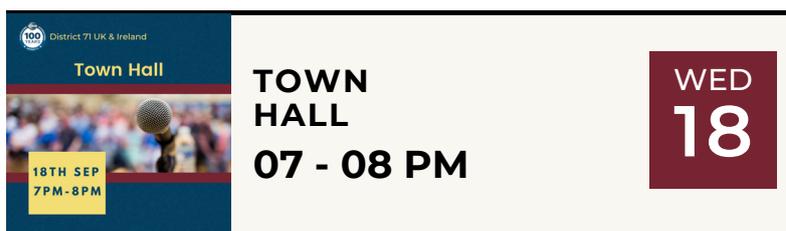
TUE 10



WEDNESDAY WEBINAR
TRAINING TO IMPROVE YOUR EVALUATIONS
100 YEARS
Enhance your feedback skills with insightful techniques and strategies for delivering more effective evaluations. Elevate your Toastmasters journey!
11th Sept 2024 7:00 PM - 8:00 PM
Join on Zoom
Thérèse Kinahan

WEDNESDAY WEBINAR
07 PM - 08 PM

WED 11



District 71 UK & Ireland
Town Hall
100 YEARS
18TH SEP 7PM-8PM

TOWN HALL
07 - 08 PM

WED 18



PR Masterclass Series #003
D71 BRANDBUILDERS PRESENTS
LINKEDIN & LINKEDIN CAMPAIGNS
100 YEARS
Boost your LinkedIn skills, learn to tune into your brand, master your network, and create impactful campaigns. Perfect for enhancing your professional presence on one of the world's most powerful social media sites.
DATE 25 Sept TIME 07:00 PM (BST)
Kristi Yablonski

PR MASTERCLASS SERIES 003
07 PM - 08 PM

WED 25

DISTRICT DIALOGUES

GETTING THE MESSAGE OUT

Paola Perina is a highly experienced Public Relations expert especially with a specific Toastmasters twist, as well as her Entrepreneur experience in Clothing Boutiques. She gave a highly entertaining and informative talk to D71 recently on the importance and virtues of a Social Media Strategy.

Beaming in from fair Verona in Italy, she recommended the following steps.

First, make a Public Relations Plan, with a specific goal and work back from there. Knowing your audience, for example, a younger, or more diverse, membership profile, and understanding their needs and requirements as well as what Toastmasters can offer them can be worked out by consulting within the Club as well as a little structured research.

Then we can decide which Social Media Platform is best for promoting that message. It is only then that you can design the appropriate and effective content to address that market.

The other use of Social Media is to provide "Key Updates for All" This specific Toastmasters news, particularly in recognition of Achievements, Success Stories of members, and photographs from meetings that help give a human face which, in turn, promotes both the individual member and the Club in the local area and beyond.

The secret really is in a regular and consistent posting of stories - and we all love a good story.

There are three types of Content formats - Posts, which can be very versatile from Quotes to Infographics; Stories which create that FOMO (Fear of Missing Out) and Reels which are particularly effective for a younger element. A 60/90-second video is very effective at reaching new audiences and can grow followers.

Paola also gave some tips to engage the wider Community, by using the Geo-tag location option and wise use of hashtags.

She also spoke very highly of the #MyWhy project being promoted in the District by Nuala O'Connor and Angela Afieghe as being a very effective way to bring forward a positive message.

DISTRICT DIALOGUES

GETTING THE MESSAGE OUT

Paola does not recommend paid posts as they do not guarantee best use of resources. She does recommend gathering a team within the Club to help put this Plan together as well as to ensure legacy.

The recording of this talk is available on the District 71 Channels.



Written by

James Finnegan

Member of Tralee and Wordsmiths Online Clubs

FEATURED CLUB SUCCESS STORIES

EAST GALWAY SPEAKERS



At East Galway Speakers, recent meetings were filled with notable achievements, reflecting the dedication of its members. Chris Collins reached a significant milestone by completing his Toastmasters Pathways program. This comprehensive educational track has honed his communication and leadership skills, and his accomplishment is a testament to his commitment to personal growth.

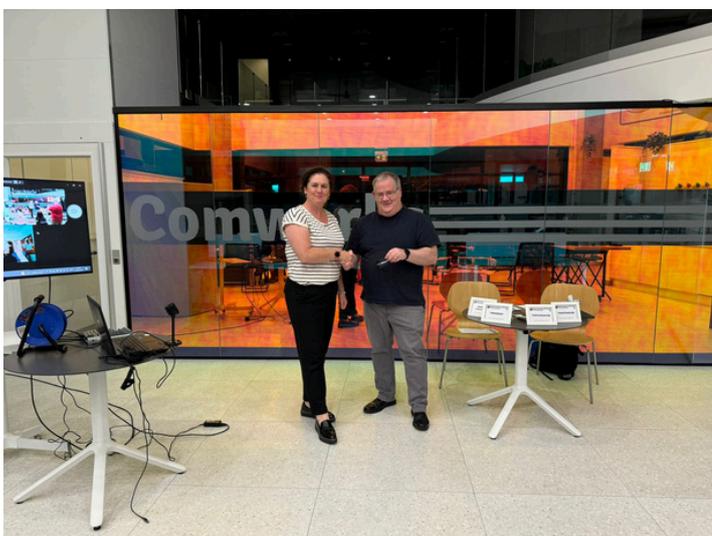
Christina Hession was also celebrated, receiving the coveted Triple Crown award. This prestigious recognition is given to members who achieve three educational awards within a Toastmasters year, underscoring Christina's hard work and enthusiasm for continuous learning.

Honorina Mitchell-Black and Lisa Langan took an important first step in their Toastmasters journey by delivering their Ice Breaker speeches. This introductory speech is a key moment, helping new members gain confidence and begin their public speaking journey. Both Honorina and Lisa shared their stories with poise, earning warm applause and encouragement from the club.

FEATURED CLUB SUCCESS STORIES

The meeting also honored Rob Partridge as the Best Evaluator. His thoughtful and constructive feedback not only helped speakers improve but also highlighted the essential role of evaluations in the Toastmasters process. Rob's recognition reflects his ability to guide and support his fellow members effectively.

These accomplishments demonstrate the vibrant and supportive environment at East Galway Speakers, where members are continually encouraged to learn and grow.



CLUB MILESTONE CELEBRATION



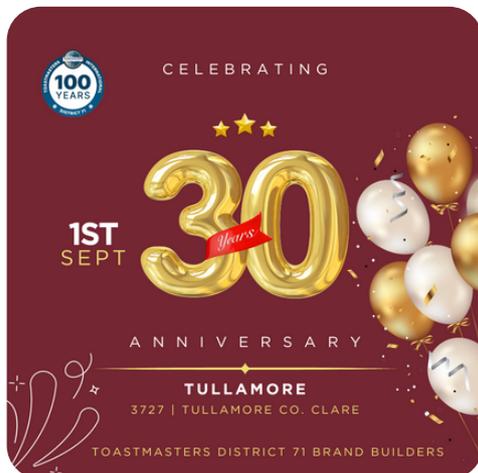
SEPTEMBER HONOREES



Shannon Club
1st September - 28 Years



Glasnevin Club
1st September - 32 Years



Tullamore Club
1st September - 30 Years



Tinahely Club
3rd September - 9 Years



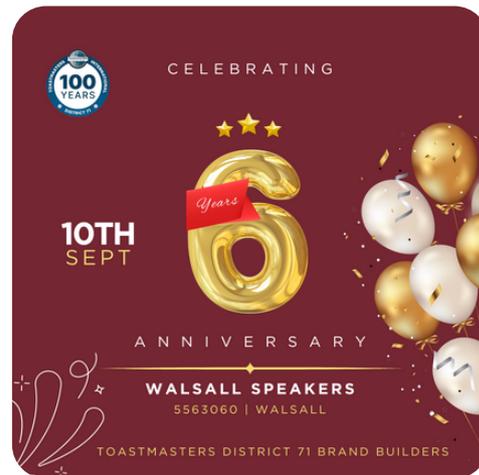
CLUB MILESTONE CELEBRATION



SEPTEMBER HONOREES



Northampton Speakers
7th September - 9 Years



Walsall Speakers
10th September - 6 Years



Cambridge Confident Communicators
10th September - 15 Years



UCD Michael Smurfit Graduate Business School
13th September - 7 Years



CLUB MILESTONE CELEBRATION



SEPTEMBER HONOREES



Dunfermline Club
13th September - 7 Years



Accentuators Club
15th September - 8 Years



Livingston Speakers
18th September - 9 Years



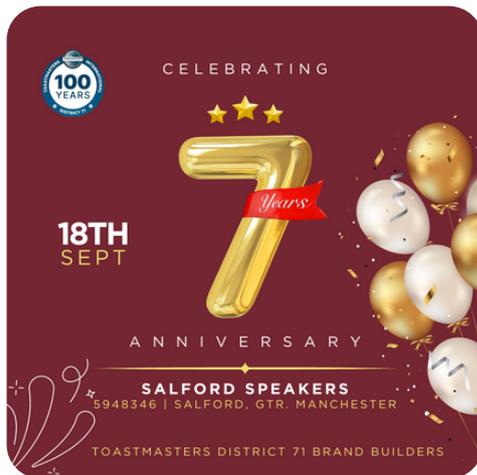
Waverley Club
18th September - 15 Years



CLUB MILESTONE CELEBRATION



SEPTEMBER HONOREES



Salford Speakers Club
18th September - 7 Years



Mannok Club
22nd September - 2 Years



Lagan Valley Club
28th September - 23 Years



North Herts Speakers
30th September - 9 Years



CLUB MILESTONE CELEBRATION



SEPTEMBER HONOREES



Fil On Toast Club
30th September - 4 Years



Stevenage Speakers
30th September - 5 Years



Nottingham Robin Hood Speakers
30th September - 11 Years



Killarney Club
30th September - 21 Years



FACE OF DISTRICT 71

Celebrating Charles Malone Area 10 Director, Division C

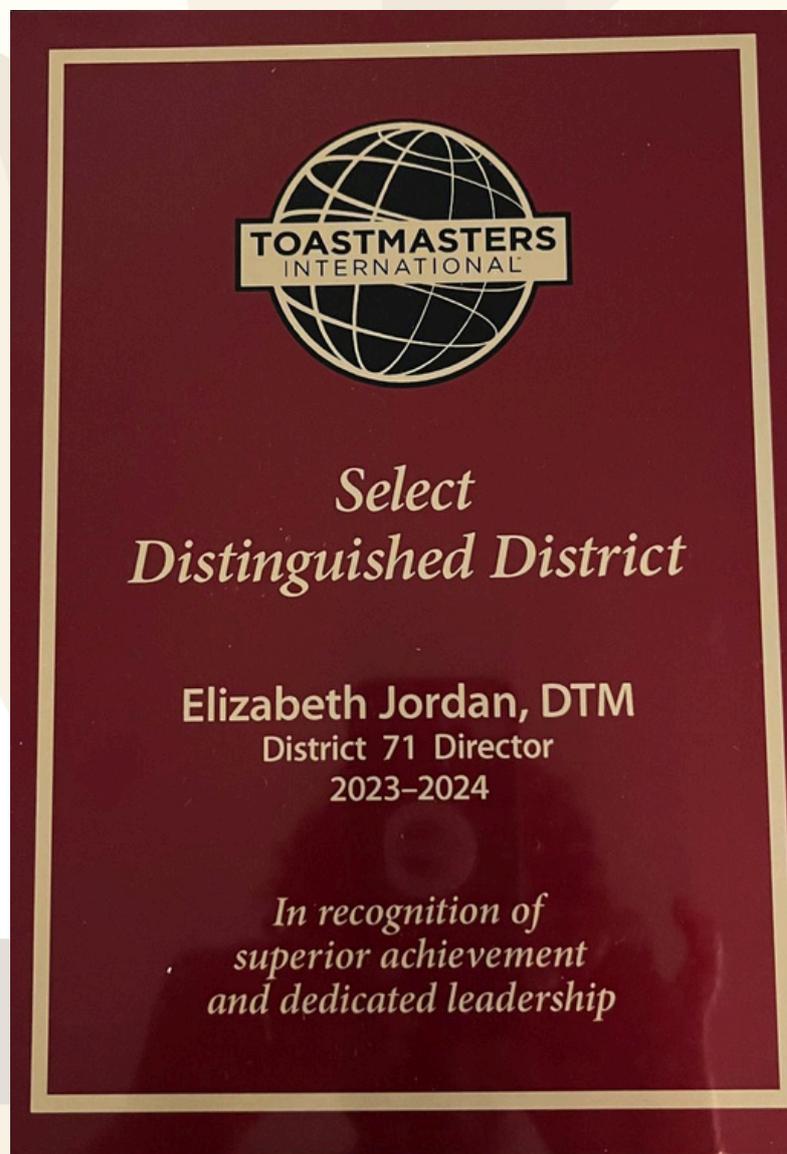


Hi all, my name is Charles Malone, I have been a member of Tullamore Toastmasters for the last 10 years. You might ask me, why did I join Toastmasters? well a good friend of mine Brendan Harte, asked me to be his best man, before this I never made a speech in my life. I was in a lot of organizations, like Macra na Feirme, I helped to organise different events, but one thing I avoided like the plague was public speaking, but when Brendan asked me to be his best man I didn't know what to do. I was lucky to talk to a good friend who suggested I give Toastmasters a go. 9 months later, I did the best man speech, it went brilliant. In Toastmasters I have been president of the club twice, two years I became area director and last year the division director. A few months ago I was named division director of the year. I also have also opportunity to do my own podcast, called Charles Listens, you can get it on Spotify. I am very proud of it. I hope to do more episodes in your future. So to finish up, would I recommend joining Toastmasters, the answer is a big YES, it has given me so much confidence over the last 10 years and I have done stuff that I would never have dreamed about, the most important thing I got from Toastmasters. Is the friends I have made and still to make. What is the worst that can happen. Come to a few meetings, if you don't like it, you can leave, but if you give it a chance it will change your life.

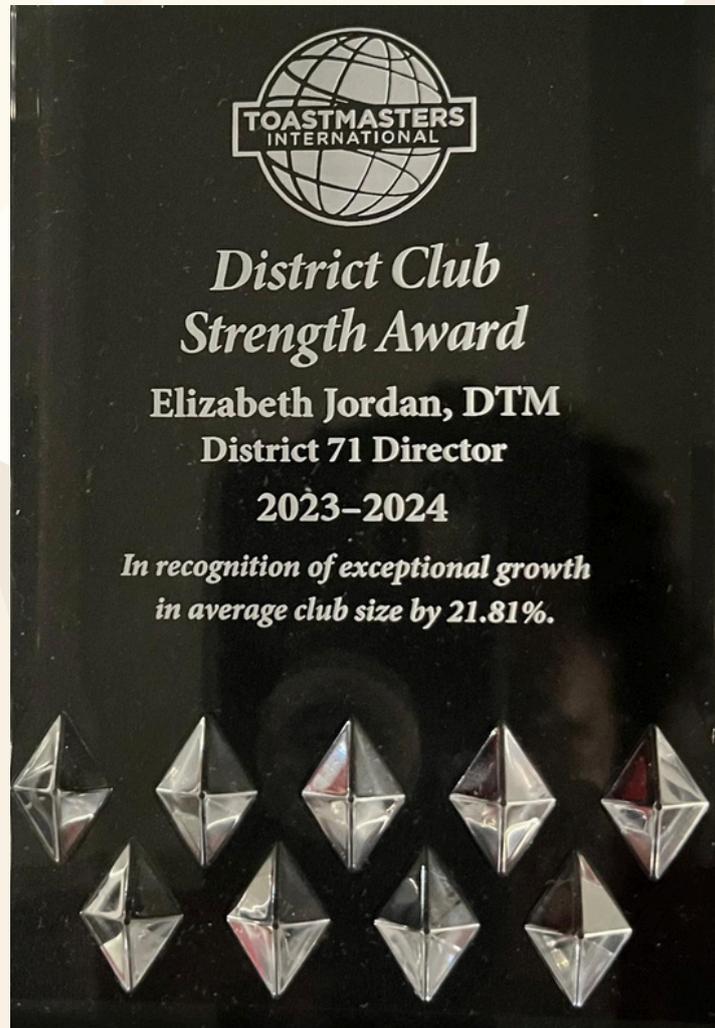
SPOTLIGHT ON CONVENTION



District 71 was proudly presented with the Select Distinguished Award at the recent Toastmasters International Convention. This prestigious accolade recognizes the district's exceptional commitment to achieving its educational and membership goals. District 71's achievement highlights its dedication to fostering leadership and communication skills among its members, contributing significantly to the global Toastmasters community. The award celebrates the hard work and collaborative efforts of all members and leaders within the district.



SPOTLIGHT ON CONVENTION



The hard work and commitment of the members of District 71 were recognized by Toastmasters International with the District Club Strength Award. This award was made in recognition of exceptional growth in average club size by an incredible 21.81% under the leadership of CGD Mairead Dillon.

The commitment of our members to growth through building vibrant sustainable clubs has paid off.

The award was collected by 2023/24 District Director, Elizabeth Jordan, whose inspirational leadership has been instrumental in guiding the District to success.

Let's continue to work together to build a stronger future.



UPDATES FROM CONVENTION



NEW CLUB PROGRAM UPDATE

Smedley Distinguished Club Program 25 members + ALL 10 DCP Goals

Get Ready for the New DCP Program Starting 2025/26 Term!
All clubs should prepare to excel in the upcoming Distinguished Club Program (DCP) this term.

- DISTINGUISHED
- SELECT DISTINGUISHED
- PRESIDENT'S DISTINGUISHED
- NEW** SMEDLEY DISTINGUISHED



D71 Brand Builders
www.d71toastmasters.org

ELECTION RESULTS FOR THE EXECUTIVE COMMUNITY OF THE BOARD

INTERNATIONAL PRESIDENT-ELECT **ALETTA ROCHAT**

FIRST VICE-PRESIDENT **STEFANO MCGHEE**

SECOND VICE-PRESIDENT **GAURI SESHADRI**

ELECTION RESULTS FOR INTERNATIONAL DIRECTORS

REGION 2 **MARK LUCAS**

REGION 4 **SRINIVAS SAINENI**

REGION 6 **JENILEE TAYLOR**

REGION 8 **SUJIT SUKUMARAN**

REGION 10 **FRANCESCO FEDELE**

REGION 12 **MONIQUE TONNA**

REGION 14 **VIOLA LEE**



D71 Brand Builders
www.d71toastmasters.org



CONVENTION CHRONICLES

Highlights from our members



1. It was wonderful reconnecting with the officers I had met from across the globe last year. There was a great sense of camaraderie and sharing of ideas that worked during the year. Building on shared good practices is so beneficial for every District.
2. Morag Mathieson, the immediate past International President, was amazing. Her zest for life, her kindness and her thoughtful words really inspired me to fully enjoy my journey in Toastmasters and to strive for excellence at all times.
3. The melting pot of cultures was a joy to behold. The participants at the Convention created an atmosphere of unity, positivity and collaboration and it made me feel so proud to be a member of Toastmasters.

MAIREAD DILLION (PROGRAM QUALITY DIRECTOR, DISTRICT 71)



CONVENTION CHRONICLES

Highlights from our members



I found the District Leader training and International Convention to be educational, exhilarating, and inspiring. There were so many wonderful moments and insights that I can't describe them all, but three particular highlights were:

Networking with people from around the world. It demonstrated the scale of the "Toastmasters family" and how much we can learn from each other

Seeing the dedication and preparation that people put into two big events: the World Championship of Public Speaking and the election of our international officers

Developing a better understanding of what "accountability" means. It is a privilege to be held accountable. It means that someone thinks we are worthy of the responsibility and that they care enough about us to want us to succeed.

STEVE CAMPION (CLUB GROWTH DIRECTOR, DISTRICT 71)



It was my first time attending an International Convention. I experienced fabulous friendship, camaraderie & joy. Meeting Toastmasters from so many countries - having enriching conversations and feeling that I was in the right place at the right time. I'm very pleased I made the effort to go

PAUL O'MAHONY (TOASTMASTERS4GOLF, BLARNEY TOASTMASTERS)



CONVENTION CHRONICLES

Highlights from our members



My Favourite Highlights from the 2024 Convention in Anaheim, California

Our Founder Ralph Smedley wisely said 'We learn best in moments of enjoyment.' There were a plethora of such moments at the 2024 Centenary Convention in Anaheim, California.

I returned home energized, exhilarated, and filled with memories to last a lifetime.

My top 3 highlights:

1. Being on the podium with other D71 members to receive the Select Distinguished Award on behalf of the District from International President, Morag Mathieson, DTM. The members of D71 pulled together with purpose and reaped the rewards of a podium finish and congratulations from far and wide.

2 Walking in Dr Smedley's footsteps in Santa Ana. The legacy walk took us to the church where he worshipped and where International President Morag Mathieson, DTM gave an inspirational presentation entitled 'The Gift.' The walk also took us to the YMCA where the first Toastmasters meeting took place and the different offices where Dr Smedley worked. Mark LaVergne, DTM, PID was superb as a guide and historian.

3. Networking with fellow Toastmasters old and new was a joy. We talked, we laughed and we complimented each other. It was with great pride that I presented 'Friends of D71' Awards to PIP Pat Johnson, DTM, and PID Rick Sydor DTM, RP.

The next convention will be in Philadelphia, US on 20-23 August 2025. Can't wait to make more new and exciting memories.

Elizabeth Jordan, IPDD
August 2024



2024 CONVENTION IN PICTURES



IPDD Elizabeth Jordan and other members from District 71 were presented with the Select Distinguished District award.



The Trio just from the hall of fame



Members of D71 Paul O'Mahony & Patricia Loughnane, Clonmel Toastmasters Club at the International Convention



2024 CONVENTION IN PICTURES



PIP Ted Corcoran welcoming people to his famous 'Singalong' at the Toastmasters International Convention.



IPDD Elizabeth Jordan at the Toastmasters International Convention



Elizabeth Jordan and Diane from District 91.



IPDD Elizabeth Jordan and CGD Steve Campion with PIP Ted Corcoran before the start of his famous 'Singalong' at the International Convention.



2024 CONVENTION IN PICTURES



IPDD Elizabeth Jordan with Stefano McGee



District Director Danny Banks of D71 alongside award-winning speaker Roger Caesar



Trio with International President-elect Aletta Rochat



Danny Banks - President of Guardian Toastmasters Club, Distinguished Toastmaster Marilyn Latchford - Caroline - 2nd Place Winner of World Championship of Public Speaking, 2022, Alexandre Matte - 3rd PLACE WINNER AT THE 2021 WORLD CHAMPIONSHIPS OF PUBLIC SPEAKING, Roger Caesar



2024 CONVENTION IN PICTURES



MEMBER SPOTLIGHT



Triple Crown Triumph: Christina Hession Shines at East Galway Speakers

East Galway Speakers are thrilled to celebrate a remarkable achievement by our very own Christina Hession, who has earned the prestigious Toastmasters Triple Crown award! This significant milestone reflects Christina's dedication, perseverance, and passion for personal development within Toastmasters.

To achieve the Triple Crown, a member must complete three educational awards in a single Toastmasters year—a challenge that requires focus, commitment, and a true love for learning. Christina's journey has been nothing short of inspiring. She has worked diligently through speech projects, leadership roles, and various Pathways levels, all while contributing actively to the growth and success of East Galway Speakers.

The Triple Crown award is more than just a recognition; it represents the countless hours Christina has invested in honing her communication and leadership skills. From delivering powerful speeches to mentoring fellow members and taking on key roles within the club, Christina has demonstrated what it means to strive for excellence.

Christina's achievement is a shining example of the rewards that come with dedication to the Toastmasters program. It's a reminder to all of us that with hard work and determination, we too can reach new heights in our personal and professional lives.

Please join us in congratulating Christina on this incredible accomplishment. We are proud to have her as a member of East Galway Speakers, and we look forward to seeing her continue to inspire and lead by example!



EDUCATIONAL CORNER

FACEBOOK PAGES VS. FACEBOOK GROUPS

In recent discussions, several members have expressed curiosity about the key differences between Facebook Pages and Facebook Groups. To address these inquiries and enrich our collective understanding, I've dedicated this space to exploring this topic. Join me as we delve into the benefits, functionalities and strategic uses of each platform, ensuring our community is well-equipped to leverage Facebook effectively for engagement and growth.

1. Public Visibility:

Page: Facebook Pages are inherently public, making them accessible to anyone on the platform. This increases your visibility to a wider audience, which is essential for a public speaking organization.

Group: Groups can be public or private, but even public groups don't offer the same level of open accessibility as pages.

2. Professional Branding:

Page: Pages are designed for professional use and branding. They allow you to build a professional brand image, crucial for an organization that wants to be taken seriously in public speaking and leadership training.

3. Search Engine Optimization (SEO):

Page: Facebook Pages are indexed by search engines like Google, making it easier for people searching for Toastmasters or public speaking resources to find you.

Group: Groups do not have the same SEO benefits, which could limit your discoverability online.

4. Advertising Opportunities:

Page: Pages allow you to run Facebook ads, which can be targeted to specific demographics, interests, and geographic areas. This is invaluable for promotional activities and to grow your division.

Group: Groups lack this facility, restricting your ability to reach a broader audience through paid advertising.

5. Analytics and Insights:

Page: Facebook Pages provide detailed analytics (Facebook Insights), which offer valuable data on follower demographics, post reach, engagement rates, and more. This data is critical for refining your strategy and content.

Group: Groups offer limited analytics, making it harder to track engagement effectively.

EDUCATIONAL CORNER

6. Custom Call-to-Action Buttons:

Page: Pages can feature custom call-to-action buttons such as “Contact Us”, “Sign Up,” or “Book Now.” These can direct traffic to your website or event registration pages, directly supporting conversion goals.

Group: This feature is not available for groups, which can affect your ability to drive specific actions.

7. Scheduling Posts:

Page: Pages allow you to schedule posts ahead of time, which is essential for maintaining a consistent content calendar and managing time effectively.

Group: While this is also possible in groups, the interface and features are more limited compared to pages.

8. Third-Party Tool Integration:

Page: Pages can integrate with a broader range of third-party tools for everything from social media management to customer relationship management (CRM), enhancing your ability to connect and manage your audience.

Group: Groups have more restricted access to these professional tools.

9. Customer Interaction and Services:

Page: Pages allow you to set up automated responses and interact professionally with queries through Messenger, which can be configured for auto-responses, helping manage communication effectively.

Group: Interaction is more informal and manual, which might not always align with professional communication standards.

10. Event Promotion and Management:

Page: Easily create and promote events, track RSVPs, and use promotional tools to enhance visibility.

Group: Groups can create events, but lack the promotional tools and visibility that pages offer.

Written by

Angela Afieghe (D71 PR Manager)

Member of Kildare Toastmasters & 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 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 to sign up today and transform your Toastmasters journey into an extraordinary adventure.

CHALLENGES & REWARDS

80/20 Renewals

Description

Encourage your members to re-commit to their growth and learning, and support your club at the same time

Award

€50 / £43

How to claim

Clubs where at least 80% of their club members renew by the 20th September 2024 are eligible for this award.

Accomplish this goal and your club will be eligible to have its expenses reimbursed, up to €50 / £43. Eligible expenses include flyers, promotional items, meeting room hire, and services such as Zoom and Meetup.

The Club Growth Director will identify the qualifying clubs using the Toastmasters International dashboard reports. The 80% target is calculated by comparing the number of paid (renewed) members on 20 September 2024 with the club's base membership on 1 July 2024. The first 20 clubs that qualify are eligible to receive the award.



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



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

Brand Builders Incentive Alert!

Calling all Toastmasters! Ready to put your event planning and publicity skills to the test? Host an event for the 100th anniversary 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 on or before **October 15th** 2024, your club wins **€100!**

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 prmanager@d71toastmasters.org to claim your prize.

Deadline: All events must be held and submissions received by **October 15th**. Make sure your event stands out—this is your club's chance to shine and earn €100!

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.

Get Creative, Get Noticed:

This is more than just a contest; it's a chance to build our brand and strengthen our presence in the community. Let's pull together, create an unforgettable event, and maybe even make headlines!

Ready to be a Brand Builder? Start planning today and let's make a mark that lasts!



CHALLENGES & REWARDS

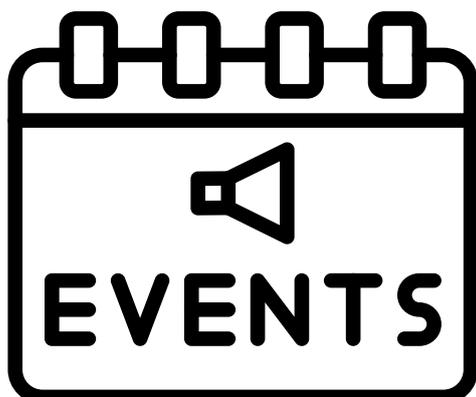
Open Night Incentive

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 by 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

Celebrate 100 Years with 100 Words!

As we approach the monumental centennial celebration of District 71, we invite you to be a part of a unique literary tribute: #100 Poems or 100 Stories in 100 Words. Share your creativity, encapsulate your experiences, and see your work published in our special Centennial eBook!

What We're Looking For:

We need 100 poems or stories, each precisely 100 words long. Whether it's a poem that moves the soul or a story that captures a moment, your words will contribute to a century of speaking, leading, and inspiring.

How to Participate:

1. Write It: Craft a poem or a story in exactly 100 words.
2. Submit It: Send your entries via email to prmanager@d71toastmasters.org with the subject line "100 Words Entry."
3. Get Published: The first 100 entries will be featured in our exclusive Centennial eBook, a testament to our district's rich history and vibrant community.

Why Join?

This is your chance to be part of District 71's legacy. Imagine your work published alongside fellow Toastmasters, creating a mosaic of voices that celebrates a century of growth and achievement.

Deadline:

Don't miss out! Make sure your submissions are in by **15th October 2024**. Let's make history together with words that echo the spirit of our district!



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!

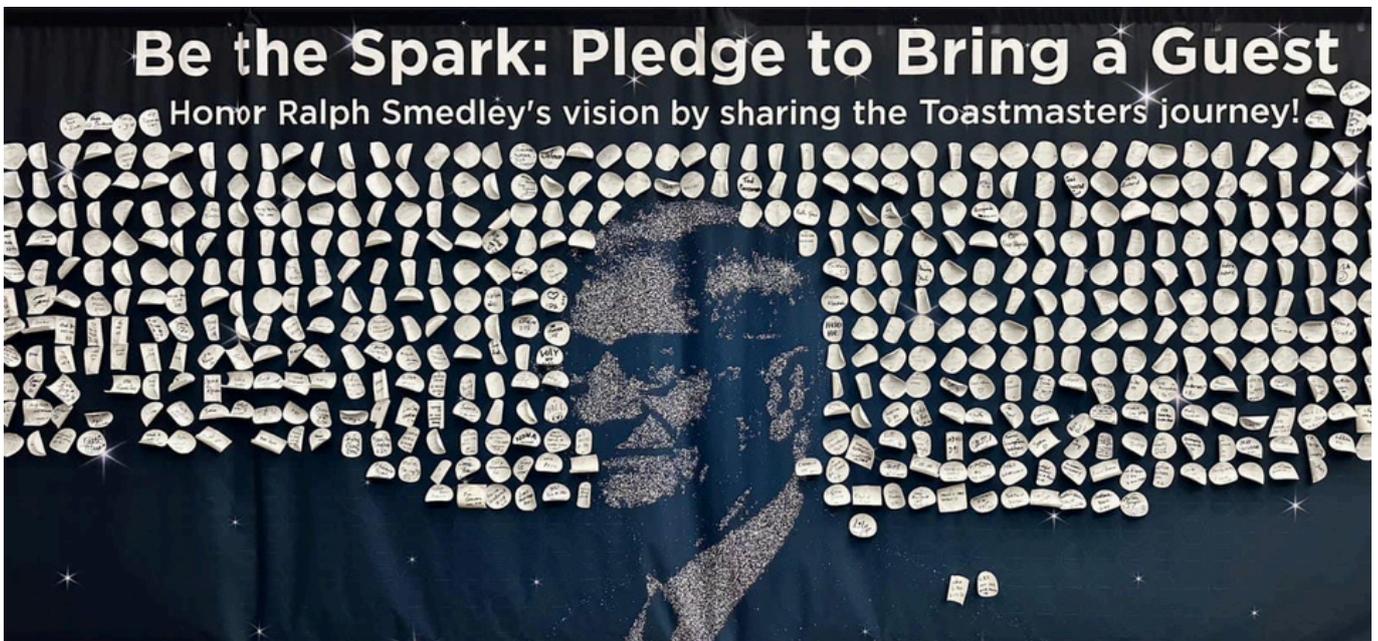
Ready to contribute and win? Submit your entries now to prmanager@d71toastmasters.org and join us in making the Toastmasters District 71 newsletter a source of pride and information.

Let your words take you places!



CHALLENGES & REWARDS

Centennial Plus One Pledge



PR TIPS & TRICKS

Writing to Local Newspapers

Communication is very simple. It is a two-way process between the sender and the receiver. For the sender, the words used must be clear and unambiguous so that the receiver hearing or reading the words will understand clearly the message. The type of language used must be clear for the community into which you are delivering your message. As VP. PR for your club, when writing “Copy” (which is a newspaper term), your language will reflect the language culture of your area. Like telling a story you use your language skills to bring the people along with you. To be a follower of your articles and to look forward with hope and expectation to the next chapter on the Toastmaster club journey. Membership will grow at a pace of its own making but firmly anchored to your regular Bi-weekly “Copy” to your local newspapers.

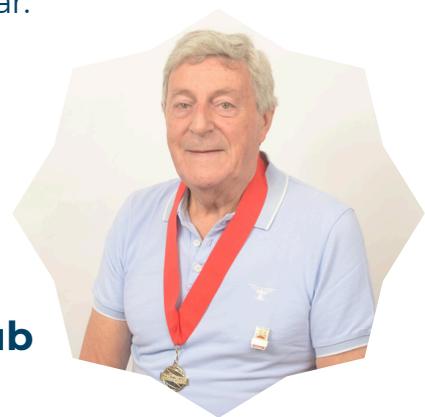
Here are some tips to assist you on your journey.

1. Develop a personal relationship with your newspaper editors.
2. Make sure “Copy” is in on time from your Bi-weekly meeting.
3. Every publication has a closing-off time for receiving “Copy” for publication.
4. Be consistent with your “Copy” and word count. (344 words)
5. Remember your club news has a short lifespan. So, make sure you submit “Copy” on time every two weeks.
6. Supply photos of club members from time to time for publication.
7. Write your newspaper “Copy” immediately after your club meeting. Proofread for grammatical errors. Check word count. Submit.
8. Always promote positive news about your club and its activities.
9. During the summer months always supply your newspapers with stories on Toastmaster Leadership, Communications, and Educational. One story per month.
10. Get on your local radio station at least twice per year.

Enjoy your journey.

WRITTEN BY

**TOM FLYNN, MEMBER OF
The West Awake Advanced Toastmasters Club**



POETIC PALETTE

ROOM FOR GREY

I and you,
Us and them,
Black and white,
No room for grey,

Maybe there is a way for reconciliation,
Maybe there is a way across the bridge,
Maybe there is no road to redemption,
Maybe there is no way to stop the casket from closing,

Beware of those who say they know,
Your reason your why beware of them,
They use your pride to help them fight,
They use your ignorance to further their cause,

As glass breaks through windows,
And shatters any hope,
Of one day reconnecting,
To a future of hope,

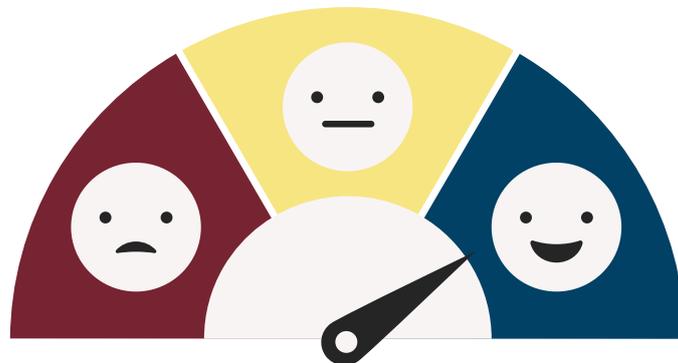
Just know that division of thoughts is one thing,
But that a division of humanity is another,

So not I and YOU, but I in YOU,
So not US and THEM, but US in THEM,
So not us Black and White but Black in White,
There may be no room for grey, but I hope that will change some day.

PRINCE ACQUAH
DISTRICT 71 POET-IN-RESIDENCE



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 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!

Angela Afieghe

Folasanmi Ajayi

Claire Downie

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

THANKS FOR READING!

