

ISSUE 02, August 2024



DISTRICT 71

NEWSLETTER

D71 BRANDBUILDERS



ENJOY | GROW | CELEBRATE

NUALA O'CONNOR
AREA 10 DIRECTOR

WWW.D71TOASTMASTERS.ORG

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POETIC PALETTE



FROM THE **DISTRICT DIRECTOR**



Finding Joy in Toastmasters Meetings

Toastmasters' meetings are more than just a platform for honing public speaking skills; they are a vibrant community where members can find joy, camaraderie, and personal growth. The importance of enjoying these meetings cannot be overstated. When members genuinely enjoy their time at Toastmasters, they are more likely to participate actively, take on roles, and push their boundaries, leading to a richer and more fulfilling experience for everyone involved.

Creating an enjoyable atmosphere in a Toastmasters meeting starts with the right mindset. It's about embracing the journey of improvement with a sense of humor and a positive attitude. Laughter and light-hearted moments can transform a meeting from a routine gathering into an event that members look forward to. When members feel relaxed and happy, they are more open to learning and less afraid of making mistakes.

One of the keys to fostering enjoyment is to celebrate every achievement, no matter how small. Whether it's a first-time speaker completing their icebreaker or a seasoned member delivering a polished speech, acknowledging these milestones creates a supportive environment. This encouragement not only boosts the confidence of the speaker but also inspires others to step up and take their turn.



FROM THE **DISTRICT DIRECTOR**



Another aspect of enjoyment comes from the diversity of speeches and roles. Encouraging members to bring their unique perspectives and interests into their speeches keeps the meetings fresh and engaging. When members share stories and topics they are passionate about, their enthusiasm is contagious. This variety ensures that there is always something new to learn and enjoy.

The role of the Toastmaster of the evening is crucial in setting the tone for the meeting. A Toastmaster who is energetic, enthusiastic, and personable can make a significant difference. Their ability to weave humour and warmth into the proceedings helps to create a welcoming atmosphere where everyone feels included and valued.

Lastly, the social aspect of Toastmasters should not be overlooked. Building friendships and connections outside of the formal meeting structure adds another layer of enjoyment. Whether it's through informal chats before and after meetings, social events, or online interactions, these connections foster a sense of belonging and community.

In conclusion, enjoying Toastmasters meetings is essential for personal growth and the overall success of the club. By fostering a positive, supportive, and fun environment, members are more likely to engage fully and reap the benefits of their Toastmasters journey. So, let's embrace the joy of learning together, one speech at a time.



DISTRICT DIRECTOR'S LETTER



Celebration is not just about the end results; it's about the process and the progress we make along the way. This year, let's take the time to appreciate our own efforts and those of our fellow Toastmasters. Let's celebrate our growth, our breakthroughs, and our perseverance. By doing so, we create an environment that motivates and inspires us to do our best.

Thank you for your commitment to Toastmasters and for the trust you have placed in me as your District Director. Let's embrace the journey with open hearts and minds, and let's make every moment count. Together, we will enjoy, grow, and celebrate like never before.

DANNY BANKS



FROM THE PRM'S DESK



Fellow Toastmasters,

As we roll out the second edition of our newsletter, I'm thrilled to highlight several exciting initiatives launched over the past month, designed to enhance our engagement and development within the Toastmasters community.

PR Brand Ambassador Program: The PR Ambassador Program is our key strategy for success. It is designed to offer enhanced support to members, enabling them to effectively showcase their public relations initiatives. This program aims to provide comprehensive assistance, foster greater visibility for member-driven projects, and facilitate recognition of their efforts within the broader community. Ambassadors will play a crucial role in shaping our public image and expanding our outreach.

Toastmasters Unplugged: This is a livestream news broadcast to showcase clubs & members achievements across the district.

PR Masterclass Series: Boost your PR skills with these series, which brings insights from seasoned professionals across the globe right to our district. Each session is tailored to equip you with advanced strategies and tools to enhance your personal brand, club's visibility and effectiveness.



FROM THE PRM'S DESK



Face of District 71 Newsletter Challenge: We're looking for a member who embodies the spirit of District 71 to feature on the front page of our newsletter monthly.

Participate in this challenge for a chance to be the face of our Newsletter, sharing your story and inspiring others.

To keep everyone better connected and informed, we've also launched two new communication channels. Please join our **WhatsApp channel** for instant updates and tips, and follow our **Instagram page** to engage with our vibrant community online.

I encourage each of you to get involved in these initiatives. Your active participation will not only enrich your Toastmasters journey but also strengthen our community, making our district a beacon of leadership and communication excellence.

Thank you for your enthusiasm and commitment. Let's continue to grow together and make District 71 shine!

Warm regards,

Angela Afieghe

PR Manager, Toastmasters District 71



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



**COT 1
TRAINING SESSION
(EDINBURGH)**
10:30 AM - 2:30 PM

**SAT
10**

Toastmasters District 71 Brand Builders PR Masterclass Series #002

**D71 BRANDBUILDERS
PRESENTS**

**SOCIAL MEDIA
STRATEGY**

Join our masterclasses to unlock social media strategies and boost your online presence! Perfect for Toastmasters looking to engage audiences and elevate their brand. Don't miss out!

19 August 2024 10:00pm



**PR MASTERCLASS
SERIES 002**
07 - 08 PM

**WED
14**

www.toastmasters.org



**MONTHLY
OPEN MIC
NIGHT**

Enjoy: POETRY || STORIES || MUSIC || QUIZ

HOSTS:
Jolie Kenny + Anita Howard + Patricia Radley

SATURDAY 24TH AUGUST, 2024
AT 20:00 BST

Live on Zoom: www.toastmasters.org

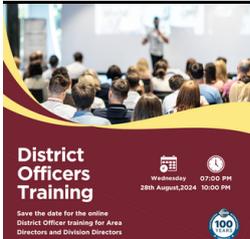
**MONTHLY
OPEN MIC NIGHT**
08:00 PM

**SAT
24**



**TOASTMASTERS
UNPLUGGED**
07:30 PM

**TUE
27**



**District
Officers
Training**

Save the date for the online District Officer training for Area Directors and Division Directors

Wednesday 28th August 2024 07:00 PM - 10:00 PM

**DOT
(ONLINE)**
07 - 08 PM

**WED
28**

DISTRICT DIALOGUES

WHO ARE THE OFFICERS – WE ALL ARE!!!



A couple of weeks into the new Toastmaster year, and already Plans are been made all around the Districts to celebrate our Centenary - a wonderful opportunity to promote our clubs and the advantages of membership.

Certainly our Club Officers have great responsibilities and there are some wonderfully inventive and dedicated Toastmasters out there.

However, I would suggest that we are all potential VPM's, VPPR's and more, that are equally able to demonstrate and promote our organisation in a positive, proactive and professional manner.

It has been said by many that "Toastmasters is the best kept secret". I would go further, and say that what people do know about us is usually wrong, or at least confused.

One simple way is to wear our lapel badge. If I could wave a magic wand, I would include a lapel badge with each individual membership payment.

I can tell you from personal experience that people's curiosity often leads to a great conversation opener to dispel some misinformation about Toastmasters and can lead to a potential invitation to come along to a meeting and see for themselves.

Whether you are engaged at work, in a voluntary capacity, with sports clubs or other hobby outings, you are the best example to a non member of what can be achieved, learnt and developed.

If you really want to be proactive, keep a couple of business cards with the Meeting Venue, Dates and Contact details of your Club on you. You have something simple and informative to give to potential members.

Follow that up with an offer to meet them at the meeting, in case they are wary of going into a room of strangers.

That individual connection has such an effect, especially when backed up with a warm and friendly welcome to the Club Meeting.

As you know, it is the personal care and attention that makes the difference between a visitor and a new member

James Finnegan

Tralee and Wordsmiths Online



FEATURED CLUB SUCCESS STORIES

HEART OF ENGLAND CLUB



Nestled in Solihull, West Midlands, the Heart of England (HoE) Toastmasters Club has been a beacon of personal and professional development for over 21 years. With a vibrant membership of 37, the club has found its current home at the Silhillians Sports & Social Club, where it continues to thrive and inspire.

A Culture of Support and Improvement

What sets HoE apart from other Toastmasters clubs is its unwavering commitment to a supportive culture. Members genuinely strive to help one another improve, creating a rare and nurturing environment. While the club welcomes guests warmly, it remains steadfast in upholding its core values, ensuring a positive and constructive atmosphere for all.

Unique Traditions and Activities

HoE has cultivated unique traditions that enrich its meetings. Notably, the club features "My Toastmasters Tip" and "My Toastmasters Experience" speaking slots at the beginning of each session, providing valuable insights and fostering a sense of community among members.



FEATURED

CLUB SUCCESS STORIES

Engaging Social Events and Programs

Beyond regular meetings, HoE hosts a variety of social events, particularly on months with a fifth Tuesday. These gatherings, ranging from pub meals to ten-pin bowling, offer members the chance to bond and build friendships outside the club setting.

Championing Personal and Professional Development

HoE places a strong emphasis on feedback and competition as vital tools for growth. Members are encouraged to participate in contests, which push them beyond their comfort zones and significantly enhance their skills. The club's mantra, "Feedback is the breakfast of champions," underscores the importance of constructive criticism in the learning process.

Success Stories and Memorable Experiences

The club boasts numerous success stories. A standout example is a member who joined in 2018 to overcome public speaking anxiety after a challenging best man speech. Over time, his confidence and skills flourished, leading him to compete at the Division level in the International Speech contest. Now serving as Vice President of Public Relations, he continues to develop his leadership abilities and contribute to the club's direction.

Community Engagement and Outreach

HoE maintains a robust online presence, regularly posting updates on Facebook and Instagram. In 2021, the club launched a podcast hosted by Pierre-Paul Andriani, featuring interviews with both Toastmasters and other intriguing guests, further extending its reach and impact.

Achievements and Future Goals

The club takes pride in its accomplishments, including achieving 10 Distinguished Club Program (DCP) points last year and being the first club in District 71 to do so. Looking ahead, HoE aims to replicate this success, diligently planning to secure another 10 DCP points in the upcoming year. They are already well on their way there with 3 DCP points already achieved this year.



FEATURED CLUB SUCCESS STORIES

Celebrating Milestones and Fostering Lifelong Friendships

As HoE prepares to celebrate Toastmasters International's 100th anniversary in October, plans for a special celebration are underway, promising cake and an invitation to past members. The club's high-performing yet friendly culture continues to foster genuine, lifelong friendships among members.

Welcoming New Members

New members often remark on the club's friendly, organized, and professional atmosphere. A warm welcome awaits them, with proactive efforts to ensure they feel included and valued from the start. The club's exceptional Vice Presidents of Education ensure seamless meeting organization, with volunteers always ready to step in as needed.

Attracting and Retaining Members

HoE's reputation and word-of-mouth recommendations have been instrumental in attracting new members. The club's accessible and responsive communication channels further facilitate engagement. Retention strategies focus on ensuring members enjoy meetings and have ample opportunities to speak and grow, with strong encouragement to undertake regular speeches.

Resources and Support Systems

HoE offers various resources to aid member development, including semi-regular educational evenings led by experienced members. Each member is also assigned a mentor for personalized guidance and support.

For more information or to join the Heart of England Toastmasters Club, visit their [website](#), follow them on [Facebook](#) and [Instagram](#), listen to their podcast on [Spotify](#), or email them at membership_heartofengland@yahoo.com.



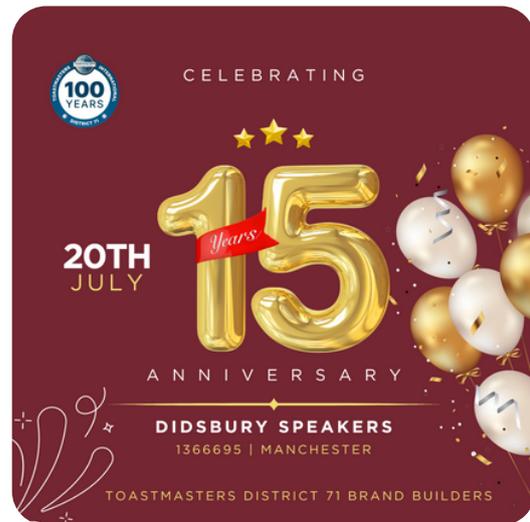
CLUB MILESTONE CELEBRATION



JULY HONOREES



Inverness Club
16th July - 11 Years



Didsbury Speakers Club
20th July - 15 Years



No Excuse Online Club
28th July - 1 Year



CLUB MILESTONE CELEBRATION



AUGUST HONOREES



Edinburgh Club
8th August - 7 Years



Manchester City Club
17th August - 5 Years



Warrington Club
20th August - 13 Years



FACE OF DISTRICT 71

Celebrating Nuala O'Connor Area 10 Director, Division C



My name is Nuala O Connor, I joined Phoenix-Tara Toastmasters in July 2019 because I was writing a book and needed to give talks. Many years previous to this time I had experienced severe anxiety with non-trigger panic attacks and had totally lost my confidence and ability to speak. Toastmasters has really enabled me to find my voice and hone my craft when it comes to communicating and leading.

I couldn't have landed at a better club than Phoenix-Tara Toastmasters in Dunboyne, Co Meath. From the minute I contacted the club to ask that all important question, 'what is Toastmasters', I have been made welcome and felt supported and encouraged and of course challenged and grow out of my comfort zone.

Since 2019, I have entered contests getting to District semi-final in the Table Topics Contest (online), been awarded Toastmaster of the year, served as Vice President Membership, Vice President Education, Club President and then last year as Immediate Past President. Sometimes we can forget about the amazing leadership experiences Toastmasters offers with great mentoring from very experienced speakers and leaders.

Last year I completed my second Pathway and have now begun my third while also embarking on the Distinguished Toastmaster (DTM) Award. It is going to be a busy year as I have taken the role of Area Director for Area 10 in Division C and am doing my DTM project: the #MyWhy project. (Watch this space!)

Additionally, I completed the Advanced Mentoring Programme and have integrated this with my own coaching work. I am now calling this work – 'Centring' a combination of coaching and mentoring, because when I truly believe my clients have the answers they need, and when they can remain centered and grounded even in the eye of the storm that is stress, they will be able to achieve anything.

While I joined Toastmasters to get confidence, I stayed because of all the great friends who were only too willing to help.



SPOTLIGHT ON EXCELLENCE



Celebrating Elizabeth Jordan Our Immediate Past District Director

Elizabeth Jordan, a distinguished member of our Toastmasters community, is a beacon of inspiration and leadership. Under Elizabeth's guidance, District 71 has achieved the status of a Select Distinguished District for the first time in eight years. Elizabeth was kind enough to share with us her personal experience of Toastmasters, what she has learned about leadership, and her plans for the future.

Elizabeth's journey into the world of Toastmasters began one evening in Hatford 14 years ago, when she walked into the Red Lion pub to go to her first-ever Toastmasters meeting.

Elizabeth's job required her to do more presentations. Initially hesitant and nervous, she found Toastmasters as a solution to improve her public speaking skills. Her first meeting was a turning point, receiving a warm welcome that encouraged her to continue. From an initial plan of going for a few months to improve her public speaking abilities, Elizabeth has been to countless meetings, gone on to do leadership roles in committees and district, and is currently a member of 5 clubs, including her original Hertfordshire speakers and the newly set up Wordsmiths Online club.

Achievement as District Director: One of Elizabeth's proudest achievements, or as Elizabeth likes to call them 'Mountaintop Moments' was when District 71 achieved the status of a Select Distinguished District. She expressed immense pride and joy in this collective accomplishment, emphasizing that it was the members' efforts in building new clubs, retaining members, and achieving educational goals that made it possible.

"I cannot tell you when I looked on the dashboard and saw we were Select Distinguished. I just let out a scream of pure pleasure." – Elizabeth Jordan



SPOTLIGHT ON EXCELLENCE



Celebrating Elizabeth Jordan A Toastmaster Journey Of Excellence

Elizabeth faced several challenges during her tenure, including recruiting area directors, dealing with the resignation of a DLT member, and members' opinions that border on racism. However, her vision of 'Pulling Together With Purpose' helped her navigate these obstacles. She highlighted the importance of empathy, resilience, and focusing on the teams and members' needs.

Reflection and Visualization

Elizabeth values quiet moments of reflection and visualization. She often visits a nearby Buddhist temple for meditation, which helps her see things clearly and maintain her focus. She also enjoys writing, walking, and running, where many of her ideas and rallying cries, like "pulling together with purpose," have emerged.

Dealing with Criticism

Throughout her leadership journey, Elizabeth encountered both support and criticism. She emphasized the importance of resilience and maintaining focus on the job at hand. Her meditation practice and support from trusted individuals helped her manage her emotions and stay grounded.

"If you put yourself out there as a leader, you have to develop a thick skin. You are going to cry sometimes, laugh sometimes, but you must stay focused." – Elizabeth Jordan

Elizabeth is a strong advocate for mentoring, having benefited from mentors on three continents. She believes mentoring is crucial for personal and professional growth and enjoys helping others develop through guidance and support.

Elizabeth plans to continue her involvement with Toastmasters by mentoring members, pursuing interests in parliamentary procedures, and completing the remaining two of the eleven pathways. She also aims to rest and recharge after four years of intense service.



SPOTLIGHT ON EXCELLENCE

Celebrating Elizabeth Jordan A Toastmaster Journey Of Service



Elizabeth Jordan's journey through Toastmasters is a testament to her dedication, leadership, and the power of reflection and continuous improvement. Her story not only inspires current members but also provides valuable lessons for future leaders within the Toastmasters community. I leave you with the vivid image of Elizabeth Jordan, when during her time researching in Cambridge, took time to reflect and watch the boat races. She was deeply impacted by the sight of the rowers, all pulling together with purpose, demonstrating that true strength and momentum come from unified teamwork. As we Enjoy, Grow, and Celebrate, this new Toastmaster year, let us also remember the lesson of how Pulling Together With Purpose led us to becoming a Select Distinguished District.

For a deeper dive into Elizabeth Jordan's inspiring journey, listen to her episode on the Irish Talkers podcast.

[Click here to tune in](#)

MEMBER SPOTLIGHT



Celebrating James Linnane

Longest-serving Toastmaster in the Connacht-Ulster region

James Linnane is a member of both the East Galway Speakers in Loughrea and The West's Awake Toastmasters club in Claremorris.

A retired Department of Agriculture Veterinary Inspector, James is a member of both the East Galway Speakers in Loughrea and The West's Awake Toastmasters club in Claremorris. He is also the **longest-serving Toastmaster** in the Connacht-Ulster region.



"It's unusual to see someone last as a toastmaster for 40 years" noted Martin Foran, President of the East Galway Speakers.

"Most last maybe a year or two and leave, but he has kept at it, all while encouraging others and even helping to set up other clubs around the country. He has been such a huge benefit to our club as it is only six years old and we have hugely valued the experience he has brought us all, both by making speeches and evaluating them. It was a great honour to see James getting this award, he deserves it so much."

EDUCATIONAL CORNER

CONTROLLING YOUR NERVES IN PUBLIC SPEAKING

Written by Claire Downie, PR Ambassador Division S



Public speaking can be an intimidating experience. It can raise our heart rate, get our palms sweaty, and cause us to blush. Which are all very embarrassing. And when you are aware of how you feel, this can create a negative feedback loop whereby the more nerves you feel, the more it makes you nervous. It doesn't have to be this way. With the right techniques, you can manage, and even banish, your nerves, and deliver confident, impactful, speeches.

Here are 10 top tips and best practices to help you control your anxiety and become a more effective speaker.

1. Preparation is Key

Benjamin Franklin said “By failing to prepare, you are preparing to fail.” It is so important to know your material. Familiarity with your content reduces anxiety. Organising your speech with a clear structure helps you to remember the important points you want to make. Rehearsing multiple times helps you to internalise your speech.

EDUCATIONAL CORNER

2. Practice, Practice, Practice

Rehearsing out loud is the only way to get comfortable with your voice and delivery. Recording your speech helps you to perceive yourself as others will and allow you to identify areas for improvement. Other people's opinions are important too. Practicing in front of a small group of friends or family before moving to larger audiences will grow your confidence and give you constructive feedback.

3. Visualization Techniques

Science has shown that visualizing doing a task uses the same brain regions as actually doing the task. Imagine yourself giving a successful speech. Visualize the audience responding positively. Rehearse mentally by going through your speech in your mind, focusing on the flow and key points.

4. Breathing Exercises

Inhale slowly through your nose, hold for a few seconds and exhale slowly through your mouth. Use this breathing technique to calm yourself before your speech to control your pace and keep your voice steady during your speech when you notice that you are becoming anxious pause and take a deep breath. The pause will not only help to settle your nerves, but it will also help to make your speech more suspenseful.

5. Adopt a Positive Mindset Affirmations:

Use positive affirmations to boost your confidence. For example, "I am prepared and confident," or "I am a strong speaker." Focus on the Message: Concentrate on the value of your message rather than the act of speaking. "Courage is resistance to fear, mastery of fear, not absence of fear." – Mark Twain

6. Physical Techniques

Use natural gestures and move around the stage to release nervous energy. If you prefer not to move, or stillness is needed during your speech, you can tense your muscles, the audience won't notice and it can prevent your anxious thoughts from taking hold.



EDUCATIONAL CORNER

7. Connect with the Audience

Engage with the Audience: Make eye contact, smile, and connect with individual audience members to build rapport. Include questions or interactive elements in your speech to engage the audience and shift the focus from yourself.

8. Think About Your Audience

Most nerves come from the fact that we are too busy thinking about ourselves, how we are being perceived by our audience, and what to say next. This creates a lot of anxiety. If instead of focusing on how you are feeling you turn your attention to your audience and consider how what you have to say can help them. This can give you something positive to think about and your nerves will disappear.

9. Arrive Early Familiarize Yourself with the Venue:

Arrive early to get comfortable with the stage, seating, and acoustics. Walk about the stage to become comfortable there. Meet the audience and interact with people before the speech to create a more relaxed atmosphere and find out more about the people you are talking to so that you can make your speech more relevant to them.

10. Post-Speech Reflection Seek Feedback:

Ask for constructive feedback to improve your future performance. Listen closely to how others perceive you. You can also use self-assessment and reflect on what went well and what can be improved for next time.

By incorporating these 10 techniques, you can manage your nerves effectively and deliver powerful, confident speeches, that people will remember for a long time to come. Remember, the more you practice, the more natural and less nerve-wracking public speaking will become.



GUEST CONTRIBUTION

BUILDING CONFIDENCE THROUGH PUBLIC SPEAKER: A TOASTMASTERS PERSPECTIVE

When I first joined Toastmasters in September 2016, I worked as an office manager for a senior officer in the Canadian federal government. I was organized and kept things running smoothly however, I often lacked confidence in providing my opinion or thoughts on something, often second-guessing myself. I joined Toastmasters at the suggestion of my director after I told him I didn't want to join because I was scared. He told me that is why I should join!!

With my director's support, I reluctantly joined through Speechcraft. Although I was scared to prepare and present speeches to a small group of a dozen or so participants and Toastmasters, I did it anyway. I kept at it and joined a club. Over time, I've come to see how Toastmasters has helped me build my confidence in the workplace.

Through various opportunities within the Toastmasters Organization, whether it was presenting a speech, taking a club officer role, leading a small team through a project, or serving beyond my club at the District level, my skills and competencies grew.

The more I was doing within and outside of the club, the more my confidence grew, the more I believed in myself, and the more I realized I didn't have to be perfect, I just had to be me.

I had to try and learn from the experience.

Taking on leadership roles and presenting many, many speeches, has allowed me to become a better speaker, and to be more confident in my decisions, and in my thoughts and actions.

I could go on and on about the benefits of Toastmasters, but I will wrap up by saying that Toastmasters offers you the ability to develop yourself in so many ways, simply by being open to the program and giving it a try.

Will you be open to the experience?



ANNE DOUCETTE DTM
DISTRICT 45

PR TIPS & TRICKS

People connect with stories. In today's PR landscape, dry facts and figures often fall flat. Here's how you can leverage storytelling to make your Toastmasters club's PR efforts more engaging and impactful:

1

MEMBER SUCCESS STORIES

Feature real members and their journeys within your Toastmasters club. Highlight their initial anxieties, challenges overcome, and skills developed. These stories will help potential members facing similar anxieties and showcase the transformative power of joining a Toastmasters club.

2

BEFORE & AFTER TESTIMONIALS

Showcase the impact of Toastmasters journey through "before and after" testimonials. This could involve short videos or written pieces from members who've significantly improved their public speaking skills or leadership abilities. If it is possible, record the first speech of each member and show their progression along the way.

3

INTERVIEW SERIES

Host a recurring interview series on your social media platforms or website. Interview members about their professions, interests and how Toastmasters helps them in their careers, and a specific public speaking challenge they overcame. This not only shares valuable insights but also personalizes your club's message.

4

"DAY IN THE LIFE" CONTENT

Offer a glimpse into the typical Toastmasters club meeting experience. Share photos or short video clips of members delivering speeches, providing feedback, and participating in group activities. This can pique curiosity and generate interest in what your club offers. You can encourage members to create such content for diverse perspectives which you can repost on your social media page

5

HUMOR & INSPIRATION

Don't be afraid to inject some humor or inspirational anecdotes into your members feed. This can be done with memes, a relatable story shared by members. A touch of humor can be incredibly powerful in connecting with your audience.

These tips, when implemented thoughtfully, can help any club or organization enhance its PR efforts, leading to improved visibility and engagement with its target audience.

RESOURCE HIGHLIGHT

As a Vice President Education (VPE) in a Toastmasters club, you play a crucial role in supporting members' educational journeys. Here are some resources you can use to excel in your role:



Club Leadership Handbook

The Club Leadership Handbook offers comprehensive guidance for all club officers, including VPEs. You can find it on the Toastmasters International website.



Meeting Scheduling

For your club meetings, you can try scheduling software offered through Easy-Speak and FreeToastHost on the International website. For meetings, Zoom software can be used.



Achievement Tracker

In your role you are saddled with the responsibility of tracking the achievements of your members. Pathways Achievement Tracker, is a record-keeping tool with pages to help you.



Communication channels

Communication is very important to excel in your role. The VPE can use Emails, WhatsApp, Club meetings to maintain an open channel of communication with club members

2024 #MYWHY DISTRICT PROJECT



Share your #MyWhy to spread the great news about Toastmasters and boost your club's reach

Fellow Toastmasters, we all have a **#MyWhy** – that reason why we visited a Toastmasters Club and ended up staying.

#MyWhy

For me: I was recovering from a severe bout of anxiety with non-trigger panic attacks. My confidence was in my boots! I was afraid to speak out in case I triggered another attack. I was writing a book at the time and my publisher advised me to find a Toastmasters Club. It took me two years to pluck up the courage and phone a local club. The Toastmaster on the other end of that one call made me feel at home before I even entered the room and, as they say, the rest is history.

While fear of triggering panic attacks was my reason for joining Toastmasters, it's the fun, the learning, insight and leadership challenges that keep me in Toastmasters.

Sharing #MyWhy Brings Members

This is #MyWhy. Sharing your #MyWhy could be the incentive someone else needs to get them to reach out to a local club. I ran this project in my Club a few years ago. In 4 weeks, I shared 9 videos and I managed to raise the FB reach of our club by over 5,000, We got lots of visitors to our club and some became members.

You might be interested to know that I am running this project for any club in the district that would like to participate. Club members will be asked to create a 1-minute video – yes, just 1 minute – outlining the reason why they came to Toastmasters and the reason why they stay, finishing with a short call to action.



**NUALA O'CONNOR
HOLDING
HER #MYWHY SIGN**



2024 #MYWHY DISTRICT PROJECT

Members who prefer to write your **#MyWhy**, can do this along with a photo of them holding the **#MyWhy** sign.

Send your video (short written piece) to your VPPR (or appointed #MyWhy project leader) and they will do the rest. You will have one more job; to like, comment, share all the posts your club and other clubs make on social media.

Consistent Sharing Patterns Work Best on Social Media

By sharing the videos in a planned and consistent pattern with lots of likes, comments and shares we hope to grow our social media audience by tens of thousands. This will make Toastmasters more popular on social media and share the very human, fun and ordinary #MyWhy 1-minute stories - we all know that story sells best.

In Conclusion

Fellow Toastmasters your Club and your District needs you! The more videos/photos & scripts we get the more we can push this campaign, raise our reach on social media, and get in front of the people like you and me, who really need Toastmasters in their lives.

If you feel you have a passion for being involved in this project with your club, please reach out to your President/VPPR. If you have a passion but your club does not, then reach out to me. I have a step-by-step 'how to' guide to share with all project leaders and participating club members.

If your club is meeting through the summer and you are eager to get started, please get in touch.

Nuala O' Connor
Area Director
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PHOTO GALLERY



PICTURES FROM THE DISTRICT OFFICERS TRAINING



POETIC PALETTE

POTENT SEEDS

Halo, Dia huit, Hello,
A new dawn begins to bellow,
A new dawn built on the shoulders of giants,
From Giles to Corcoran to Meryll Coe and more of this alliance,

We owe it to those of past kindred,
From zero all the way to 100,
Every brick that built this home is important,
But lets not forget about the work of mortar,

For what binds us is not always visible to see,
That should remind us of work behind every scene,
From members to leaders,
And speakers to receivers,
Every act of service serves as a ripple in the waves of our eternal sea,

Thanks to Will Goldie for the seed he planted in Scotland,
Thanks to Paddy Cunningham for he seed planted in Ireland,
Thanks to William Lancaster for the seed he planted in England,
On the shoulders of those giants we make our stand,

Potent seeds planted in 1935,
Without which this moment would not be alive,
District 71 was born, an oath to the future forever sworn,
Irish, Scottish and English, United in a Kingdom forever torn,

A difficult pregnancy, led to the birth of a new creed,
And in 1973, ushered in a change which was overdue,
Through our mothers, our daughters our sisters we see indeed,
That this home was not only for man but for all mankind and that is true,

So I say Ubuntu!



POETIC PALETTE

In you I see me,
In yesterday I see tomorrow,
Each wave of the past stream,
Washes into the sea that is to follow

So lets take down the files and shake off the dust,
And reflect on the kindred who are the winds at our back,
For we can be the gust that pushes the next generation to trust,
That to serve is the greatest gift which leaves no lack,

To all of you I say Slainte Mthah
Let's toast to health for many years,
Let us begin this year with energy renewed,
Dear family in this year what seed will you plant?

The rest is up to you!

- Prince Acquah



IN LOVING MEMORY

REMEMBERING OUR DEPARTED

Murt O'Súilleabháin

Gaeilgeoir, Educator, Historian, Storyteller, Toastmaster, Friend

1944 – 2024

Murt O'Súilleabháin was a longstanding member of Toastmasters International. During that time he gave fully to every club he was a member of and served as both Assistant Area Director (2015) and Area Director (2016). Area 49 achieved Select Distinguished Status in 2016. Murt was an excellent public speaker, orator, and storyteller with many of his speeches educating us on matters of Irish history and always made sure to include some words of his native language which he loved dearly. Murt never shied away from Table Topics and each response he gave was a Master Class in how to answer a topic.

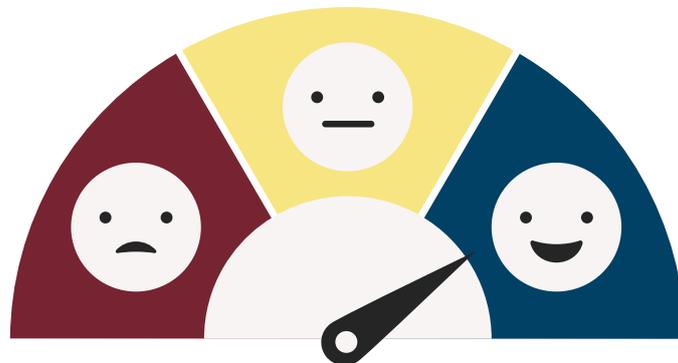
Each meeting we learned something from Murt – either about public speaking or about a vast array of subjects on which he was extremely knowledgeable. We are all richer for knowing him and poorer for his passing. This summer, we celebrated his 80th birthday during one of the final meetings of the year and it was great that we had this opportunity to celebrate Murt and to show him the esteem he was held in by all of us. Murt's legacy will live on and each member will carry with them the encouragement he gave each time he gave an evaluation. Murt exemplified the values of Toastmasters International: Respect, Integrity, Service, and Excellence.

Ní Bheidh A Leithéid Arís Ann.

Article written by **Patricia Radley, President of Powdermills Toastmasters club**



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

Bitwul Dashe

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

THANKS FOR READING!

