

ISSUE 01, JULY 2024



DISTRICT 71

NEWSLETTER

D71 BRANDBUILDERS



ENJOY | GROW | CELEBRATE

DANNY BANKS
DISTRICT DIRECTOR

WWW.D71TOASTMASTERS.ORG

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DISTRICT DIRECTOR'S LETTER



Embrace the Journey: Enjoy, Grow, Celebrate

Dear Fellow Toastmasters,

As I step into the role of District Director, I am filled with a profound sense of gratitude and excitement. The journey ahead is one we will navigate together, and I am eager to see how we can inspire and uplift each other. Our mantra for the year, “Enjoy, Grow, Celebrate,” is not just a slogan but a guiding principle that I believe will shape our collective experience and lead us to new heights of personal and professional success.

Enjoy: Embrace Every Moment

Our founder, Dr Ralph Smedley, said we learn best in moments of enjoyment. When we enjoy what we do, we bring our best selves forward. This year, I encourage you to embrace the fun and camaraderie that Toastmasters offers. Let’s make our meetings lively and engaging, where laughter and learning go hand in hand. Let’s remember that the journey is just as important as the destination, and every step forward is worth celebrating.



DISTRICT DIRECTOR'S LETTER



Grow: Pursue Continuous Improvement

Growth is at the heart of the Toastmasters mission. We joined this organisation to become better communicators and leaders, and our growth never stops.

This year, I challenge each of you to set ambitious goals and strive to reach new milestones. Whether it's completing a new Pathways level, taking on a leadership role, or simply stepping out of your comfort zone to try something new.

I believe in the power of incremental progress. Every small step we take towards our goals adds up to significant achievements over time. Let's support each other in our individual journeys and recognise that growth often comes from challenges. When we face obstacles, let's see them as opportunities to learn and become stronger.

Celebrate: Recognise Every Achievement

Celebration is the culmination of our efforts and the recognition of our accomplishments. It is vital to acknowledge and celebrate the successes, big and small, that we achieve throughout the year. Whether it's delivering your first speech, completing a major project, or earning a distinguished award, every achievement deserves to be celebrated.



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



Dear Members of District 71,

I am delighted to greet you as your new Public Relations Manager. My name is Angela Afieghe, and it is an honor to serve a community as spirited and dedicated as ours.

As your PRM, I am committed to enhancing our communication strategies to highlight the remarkable achievements of our members and the significant impacts of our district. My vision is to foster a more connected Toastmasters community, where every member feels informed, engaged, and proud to be part of our collective journey. I believe that by amplifying our stories and successes, we can inspire current members and attract new ones, further enriching our community.

I look forward to working closely with each of you, leveraging our collective strengths to raise the profile of District 71. Together, we can create a dynamic environment that not only celebrates our achievements but also encourages continuous learning and development.

Thank you for welcoming me into this role. I am eager to embark on this exciting journey with you and see what we can achieve together.

Warmest regards,

ANGELA AFIEGHE

04 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



UPCOMING EVENTS FOR THE MONTH



**WEBINAR
WEDNESDAY
07-08 PM**

**WED
03**

UNDERSTANDING THE TOASTMASTERS BRAND
Angela Affleghe
Nuola O'Connor



**District Officer Training
(BIRMINGHAM)
11 AM - 04 PM**

**SAT
06**



**District Officer Training
(DUBLIN)
11 AM - 04 PM**

**SUN
07**



**WEBINAR
WEDNESDAY
07-08 PM**

**WED
17**

GOING FOR GROWTH
Join the District's club growth team as we share ideas about how to grow members within your clubs and expand the network of Toastmasters clubs in District 71.
17 July, 2024 7:00 PM - 8:00 PM
Live on Zoom
REGISTER NOW
Steve Campion
D71 Club Growth Director



**TOASTMASTERS
UNPLUGGED
7:30 PM**

**TUE
30**

D71 BRAND BUILDERS PRESENTS "TOASTMASTERS UNPLUGGED" SERIES
All online Toastmasters to showcase the personal stories, achievements, and leadership journeys of D71 members, Toastmasters, and leaders.
10 July, 2024 7:00pm
HOSTS:
Nigel Smith, D71
Olga Byrne
EPISODE 1



DISTRICT, CLUB & MEMBER ACHIEVEMENTS

District 71 is proud to announce achieving **Select Distinguished** status.

This is the first time in 8 years!

Additionally, 9 out of our 12 divisions have attained various distinguished statuses, reflecting the hard work and dedication of our members. Congratulations to everyone for their outstanding achievements!

FEATURED CLUB SUCCESS STORY

WORDSMITHS ONLINE CLUB



The Wordsmiths Online Club has achieved **Distinguished** Status, an extraordinary accomplishment attained in less than a year since its official launch on November 2nd. Initially founded with a robust membership of 17, the club has expanded to 25 members and was officially chartered in May.

This success is largely attributed to the dedicated efforts of co-founder **Phillip Khan-Panni** and VPE **Evelyn Khan-Panni**, Club Secretary **Tim Leech**, **Martin O'Sullivan**, and VPPR **Vicky Trabosh**. The club, committed to excellence and creativity, convenes monthly to highlight the diverse talents of its members.

FEATURED CLUB SUCCESS STORY

CLONMEL TOASTMASTERS

During 2023-24, Clonmel Toastmasters had many achievements to celebrate, including marking the 40th Anniversary of the Club. Three special events marked the anniversary, a Reception in the Town Hall with the Mayor of Clonmel, a special Anniversary Meeting was held close to the Charter date in April to a packed venue, and the annual Club President's Dinner in June was also used to mark the achievement, at which the Chain of Office and Gavel was presented to the incoming President Yvonne Kearney.

Members were re-energised at the start of the 2023-24 year after Covid-19 and wanted to make the most of the Club atmosphere and all it has to offer. During 2023-24, the level of involvement was huge from long standing members, some since all the way through to our newest members, their achievements were celebrated, including members recognised as Top Toastmasters in District 71, five members achieving Triple Crown Awards, at the time of writing 40 Pathways achieved. Two Club members representing Area 8 at Division D contests, while membership exceeding the target set at the start of the Year.

The Club finished the year by achieving a President's Distinguished Award.



MEMBER SPOTLIGHT



Celebrating Sarinca Janga District 71 Toastmaster of the Year

Sarinca embarked on her Toastmasters journey in April 2004, driven by recurring invitations from a persistent colleague and a notable recommendation from her annual work appraisal. Initially an introvert, she found her first year at Toastmasters to be particularly challenging.



Yet, it was this period of discomfort that sparked a determination to improve and evolve both personally and professionally.

Throughout her Toastmasters career, Sarinca has demonstrated exemplary dedication and leadership. She has held several key club roles including Secretary, Vice President of Education (VPE), Vice President of Public Relations (VPPR), and President at the Arrarat Toastmasters Club.



SPOTLIGHT ON EXCELLENCE

Celebrating Sarinca Janga District 71 Toastmaster of the Year



Her active participation extends to numerous club and area contests, showcasing her commitment and skills.

Sarinca's contributions to Toastmasters have also had an international impact. She was instrumental in chartering the first and only Toastmasters club in Malta and has been a vibrant member of the Nicosia Toastmasters Club in Cyprus. Currently, she is leveraging her extensive experience as the VPE of Glasgow Clyde Toastmasters.

Adapting to the new digital norm, Sarinca embraced the challenges brought on by the pandemic with resilience. She became a leading Zoom Master for District 71 and continues to play a significant role in District 81's online initiatives. Her ability to pivot and lead through change is a testament to her leadership qualities and her commitment to the Toastmasters community.

For Sarinca, Toastmasters transcends the development of public speaking and leadership skills; it is a pathway to meaningful friendships and opportunities for global experiences. Her journey from a reserved individual to a celebrated Toastmaster of the Year is not only inspiring but also a beacon for others in the community, proving that personal growth and success are within reach for all members dedicated to their Toastmasters voyage.

EDUCATIONAL CORNER

PUBLIC SPEAKING FOR INTROVERTS

BY POL NKANA NKANA

D71 CHAMPION INTERNATIONAL SPEECH CONTEST

Public speaking can be daunting for introverts, but with the right techniques, it's possible to turn natural tendencies into strengths. Here are three essential strategies, encapsulated in the acronym S.W.R.: Set the Room, Work the Room, Remember the Feeling, to help introverts excel in public speaking.

Set the Room: Delivery begins before you start speaking. Take time to visualise and familiarise yourself with the venue. For instance, before my District 71 final winning speech, I walked on stage, moved around, and imagined how I would interact with the audience. I did this well before everyone else was in the room, early in the morning, when it was calm before the show was about to kick off. I checked the projection levels and visualised how I would greet the audience, making eye contact to capture their attention. This mental rehearsal allowed my brain to play positive scenarios, setting me up for success by creating a sense of familiarity and expectation.

Work the Room: Connection is key, and it starts before the actual delivery of your speech. In my practice, I always make an effort to connect with as many people as I can before my deliveries. I shake hands, hear their stories, and share my own experiences. This sets me up before the speech. That's exactly what I did at the District 71 conference.



EDUCATIONAL CORNER

Remember the Feeling: At the start of my journey, I made the mistake of placing too much emphasis on words rather than body language and emotional awareness, which create an experience. What will make a difference is how you say your message. Body language, facial expressions, and different speaking techniques can help amplify your message. Nerves often stem from the pressure to follow a script exactly, but shifting your mindset to prioritise the feelings and engagement of your audience can place you in a more positive, confident frame. Aim to create a memorable experience, leaving your audience moved and inspired.

By embracing these techniques—setting the room, working the room, and remembering the feeling—introverts can transform, what might seem like a daunting task, into a rewarding and enjoyable experience.



POL NKANA NKANA



PR TIPS & TRICKS

Crafting effective public relations strategies can greatly enhance an organization's image and engagement with its audience. Here are five PR tips and tricks to help any club or organization maximize its public relations efforts:

1 DEVELOP A STRONG MESSAGE

1

Craft a clear and compelling message that reflects your club or organization's values and objectives. Consistently use this core message across all PR materials and channels to build a strong, recognizable brand identity. This helps ensure that your audience receives and retains a unified impression of who you are and what you stand for.

2 UTILIZE STORYTELLING

2

People relate to stories more than facts alone. Use storytelling to humanize your brand and create emotional connections with your audience. Share customer success stories, behind-the-scenes content, and the impacts of your work to make your messages more relatable and memorable.

3 ENGAGE WITH MEDIA PROACTIVELY

3

Develop ongoing relationships with journalists and influencers in your industry. Provide them with timely, relevant, and newsworthy information. Being a reliable source can lead to more media coverage, and proactive engagement can help control the narrative around your brand.

4 INTERACTIVE ENGAGEMENT

4

Utilize social media platforms to directly engage with your audience. This includes responding to comments, participating in conversations, and using live video features to give real-time updates or Q&A sessions. Social media is a powerful tool for building community and fostering a sense of involvement and loyalty among your followers.

5 MONITOR AND ADAPT TO PUBLIC PERCEPTION

5

Regularly monitor how your brand is perceived by the public through social listening tools, surveys, and feedback mechanisms. Be ready to adapt your strategies based on this feedback to address any concerns and to improve public perception continually. This responsiveness shows that your organization values its audience's input and is committed to improvement.

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.



GUEST CONTRIBUTION

REAL STORIES, REAL SUCCESS: BOOSTING MEMBERSHIP WITH TESTIMONIALS

Getting new members to join your Toastmasters club can be exciting when you use testimonials and success stories. Sharing short, engaging videos on YouTube and social media is a great way to do this. Here's an easy guide to help you:

1. Find Inspiring Stories

Look for members who have made great progress with Toastmasters. Find stories that are relatable and inspiring, like overcoming a fear of public speaking and now confidently giving presentations at work.

2. Plan Your Videos

Keep each video short, ideally 2-3 minutes. Plan what the member will talk about: their initial challenge, how Toastmasters helped, and the positive results. Encourage them to be real and enthusiastic. For example, they might say, "I used to get nervous speaking in front of my team. Thanks to Toastmasters, I now lead meetings confidently."

3. Record the Testimonials

Members can use their smartphones to record their testimonials. Ask them to choose a quiet, well-lit place. Give clear instructions so they feel comfortable and relaxed. Authenticity is important, so don't worry about minor mistakes.



PAOLA PERINA

GUEST CONTRIBUTION

4. Edit for Impact

Edit the videos to make sure they are short and engaging. Use simple apps like iMovie (for iOS) or CapCut (for iOS and Android). Both have good free tools, though some advanced features might need in-app purchases.

5. Highlight Key Points

Think about adding subtitles for accessibility and emphasizing key points with text overlays.

6. Share on Social Media

Upload the videos to your club's YouTube channel and share them on all social media platforms. Use eye-catching thumbnails and interesting captions. For example, on Facebook, write, "Watch how Sarah overcame her fear of public speaking with Toastmasters! #ToastmastersSuccess #JoinUs."

7. Engage with Your Audience

Respond to comments and questions on your videos to build a sense of community. Encourage viewers to share the videos with their friends.

8. Go the Extra Mile

Host live Q&A sessions with the members from the videos to create even more engagement.

Pathways Projects

Creating video testimonials can help with several Pathways projects, such as:

- Dynamic Leadership: Public Relations Strategies
- Effective Coaching: Building a Social Media Presence
- Innovative Planning: Connect with Storytelling

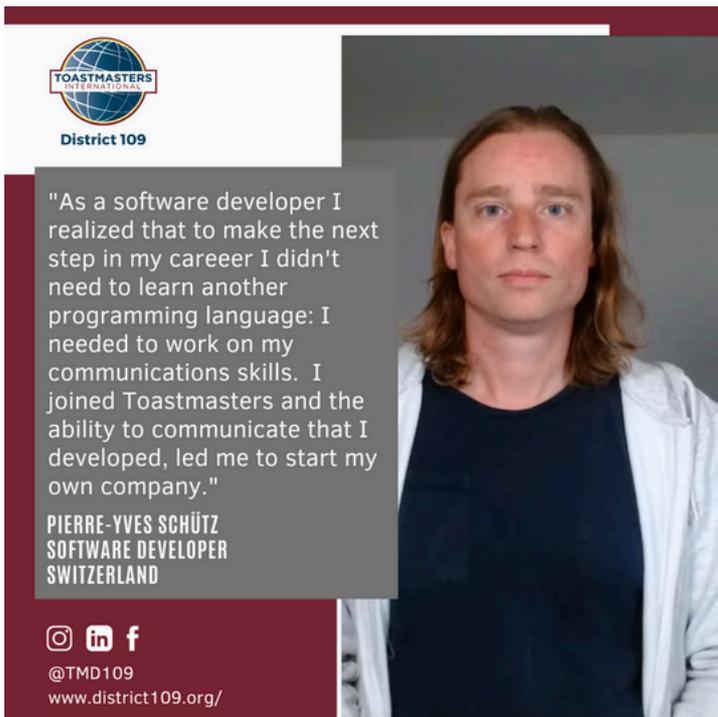


GUEST CONTRIBUTION

- Presentation Mastery: Persuasive Speaking
- Visionary Communication: Develop Your Vision

Always discuss Pathways projects with your club's VPE to see how they can fit your overall progress. If you are not your club's VPPR, share your idea with them and suggest working together.

By following these steps, your club can make an engaging series of testimonial videos showing Toastmasters' real-life benefits, encouraging new members to join and create their own success stories.

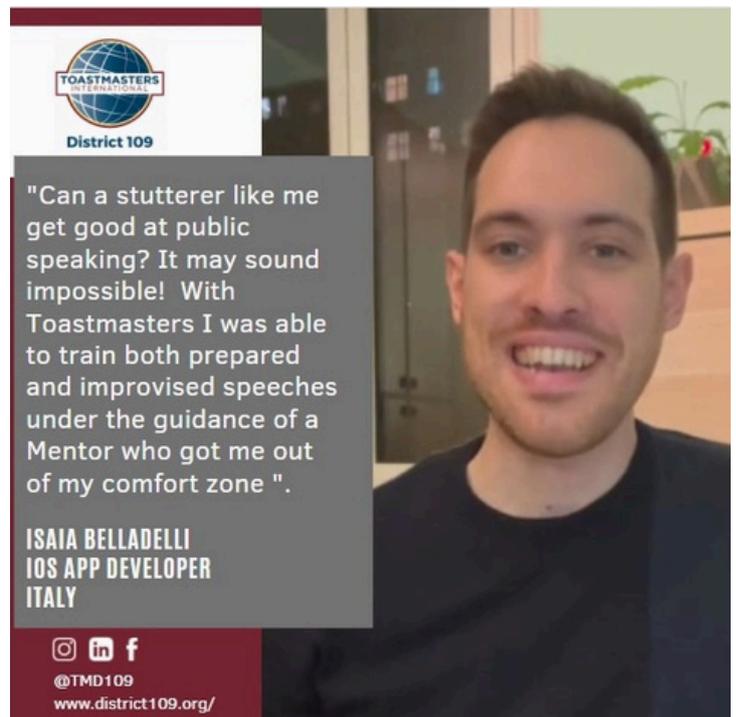



District 109

"As a software developer I realized that to make the next step in my career I didn't need to learn another programming language: I needed to work on my communications skills. I joined Toastmasters and the ability to communicate that I developed, led me to start my own company."

PIERRE-YVES SCHÜTZ
SOFTWARE DEVELOPER
SWITZERLAND


@TMD109
www.district109.org/




District 109

"Can a stutterer like me get good at public speaking? It may sound impossible! With Toastmasters I was able to train both prepared and improvised speeches under the guidance of a Mentor who got me out of my comfort zone".

ISAIA BELLADELLI
IOS APP DEVELOPER
ITALY


@TMD109
www.district109.org/



RESOURCE HIGHLIGHT

As a Vice President Public Relations (VPPR) of a Toastmasters club, having the right set of tools can significantly enhance your effectiveness in managing communications and public relations tasks. Here are some tools that you might find useful:



Toastmasters Brand Manual

Following Toastmasters brand guidelines ensures consistent and professional promotional materials and communications.



Graphic Design Software

Adobe Photoshop or Canva for creating visuals for social media, newsletters, and promotional materials.



Social Media Management

Platforms like MetaBusiness Suite to schedule posts, track engagements, and manage multiple accounts.



Email Marketing Software

Platforms like Mailchimp or Constant Contact for managing email campaigns, newsletters, and communication with members and prospects.

PHOTO GALLERY



PICTURES FROM "THE FORT 2024", DISTRICT 71 TOASTMASTERS ANNUAL CONFERENCE

Visit www.kudoboard.com/boards/7eshnv3Y for more pictures



POETIC PALETTE

A UNIQUE OFFERING IN DISTRICT 71

“Poetry is the renewal of words, setting them free, and that’s what a poet is doing: loosening the words.”

- Robert Frost

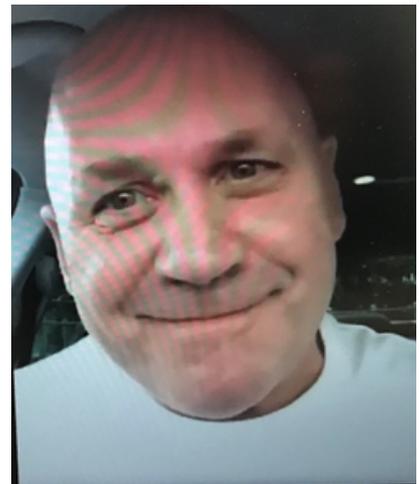
District 71 is unique amongst Toastmasters clubs in having an annual Poet-in-Residence (PiR), an initiative introduced when **Elizabeth Jordan** was the PRM in **2020-2021**.



Aine O'Neill
2021-22



Phillip Khan-Panni
2022-23



Mike Keenan
2023-24

Aine O'Neill was the first member to be appointed in **July 2021 – June 2022**.

The second Poet-in-Residence was **Phillip Khan-Panni** from **July 2022- June 2023**.

The current Poet-in-Residence, **Mike Keenan**, was appointed in **July 2023 – June 2024**.

POETIC PALETTE

The Poet-in-Residence inspires the members with a new poem each month, and poems commissioned for special occasions. They facilitate a workshop for members, with prizes for the top 3 entries. The creativity and energy from the PiRs are very much appreciated by members across the District.

The new Poet-in-Residence for July 2024-June 2025 will be appointed on 1st July.

In May this year, incumbent Poet-in-Residence, Mike Keenan, hosted a poetry workshop and attendees were invited to submit their poems. There was an excellent response and it was tough choosing 3 winners.

THE WINNERS

1st place - Doreen O'Keefe, Corrib Oranmore Toastmasters Club

2nd place - Diedre Bigley, Mullingar Toastmasters Club

3rd Place - John Conroy, Tallaght Toastmasters



POETIC PALETTE

THE SPICES OF LIFE

We are stacked on a shelf in the rear of the cupboard
seldom taken out to add spice to the feast.
Savoury spices grown in exotic sun soaked countries.
Saffron, paprika, turmeric, cinnamon and ginger.
Spicy spices from the Tropics, our piquancy languishing.
Cayenne, chilli, cumin and coriander our colours fading.
The door opens we are ready to go, only for it to close again.
Darkness pervades, waiting for the next time.
Dried up, labelled, packed away, some past our expiry date.

- **Doreen O'Keefe**

THE SPICES OF LIFE

The welcome received in Mullingar Toastmasters
Kindness
Warmth
Acceptance
Belonging
The finding of a tribe
Mine?
Will I be Included in their number?
Will I get their green light and bathe in the amber of the club's
positivity, it's embrace, its membership?

POETIC PALETTE

Am I brave enough to walk away from my own red lights of self doubt, negativity, unhelpful thoughts, and allow myself to adapt the childlike wonder of curiosity transitioning it into the adult version of self compassion.

- Deidre Bigley

GIFT

On my way to the Coombe
Johnny Mathis sang
When a child is born
On my transistor

I floated on a cloud
A bus full of dreams
Anticipation on the 23 A

No longer just a son
I grew up that day
I was now his dad
A father Oozing love

Born to Bernadette
In this heavenly instant
He was perfect
still is



POETIC PALETTE

I feel that moment
Today,
Love, mixed with dreams
A gift for life

- John Conroy

The Snowball

Give us another of those speeches
An eager-listening crowd beseeches
With cool connecting clarity
You reached the very heart of me
Uncovering uniqueness under
Waking to witness the wonder

Hard to bring to an end
A great year overflowing
What ended as rich reaping
Began as many sowing
Some facing down their fears
While others shot to stardom
And at gatherings, you felt
A buzzing collective freedom

All of 100 years a growing
It started with one snowball ..knowing



POETIC PALETTE

That if it rolled it would grow in time
Through spoken word silent mime

Past and the present now cross swords
This is the evening for awards
So Take a bow your time is now
Your name has been exalted
You've done your best
Through work and zest
Blocked but could not be halted

The guardian of a treasure, The keeper of the flame
We honour you here tonight, call you each by name
Leaders, mentors, models, a constant chain of command
As the torch is passed by you to another outstretched hand

Toastmasters influence by what they do
They inspire by who they're being
No one has to tell you
You feel it in your own well-being

He gets up and makes his points
He knows how to deliver
Often takes the scenic route
He's flowing like a river



POETIC PALETTE

She can win the crowd in seconds
Her natural spirit taught her
Just like the snowball on the hill
She feels it in her water

You see The pen is mightier than the sword
But the tongue is mightier than the pen
But if you take another step back
To see what's mightier again
Because When all speeches have been spoken
And stacked upon the shelf
What stays ever fresh is you
The spoken word itself

- Mike Keenan,
June 2024



POETIC PALETTE

**Congratulations to
PRINCE ACQUAH**
of Leicester City Speakers, UK



**The District 71 Poet-in-Residence
for 2024-25**



IMPORTANT CONTACT

CONTACT D71 PR TEAM

prmanager@d71toastmasters.org

www.d71toastmasters.org



FEEDBACK & SUGGESTIONS



HELP US IMPROVE!

TELL US WHAT YOU THINK

We want feedback on the newsletter and ask for suggestions for future content. This can help tailor the newsletter to better meet your needs and interests.

Send feedback to feedback@toastmasters.org

THANKS FOR READING!



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

