

July 2002 Bulletin

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District 65 is off and running as a whole new Toastmasters year begins! Divisions have held training sessions to assist newly elected club officers in their roles. The newly elected Area and Division Governors received training in Waterloo and have already begun plans to make this our best year ever. Those who attended the Regional Conference in June received further inspiration from the educational sessions offered there. Now we can put all that good knowledge to work by making plans and setting individual and club goals for the new Toastmasters year ahead.

Summer activities provide a multitude of opportunities for publicizing our Toastmasters clubs to our communities. Some places have county fairs or other town events as “Good Neighbors Days,” in which vendors and organizations can set up tables or booths for distributing information. There may a fee to participate, but sometimes that fee may be less or waived completely for non-profit organizations.

Many people attend parades in the summer. For the past several years now, my club has participated in an annual parade that is held in the town where our club meets. We started doing this because every year the parade passes right through the middle of town on one of our meeting nights, closing Main Street and eliminating the possibility of anyone being able get to our meeting. Rather than canceling or postponing the meeting, we decided to use this free PR opportunity to our advantage. So we march in the parade each year and distribute information about our club to those watching the parade. To reward ourselves for our efforts, we celebrate with a party at a member’s house afterward!

Some clubs have summer picnics. Picnics, ice cream socials, and other informal activities that clubs have for their members in the summer provide a good opportunity for introducing guests to our fellow Toastmasters in a relaxed setting. When they first see members of a speech club having fun, guests may then be less intimidated about attending a regular meeting.

Of course, with all those new members we are going to gain through these summer PR activities, we should make sure our clubs are prepared with Basic Manuals, Guest and New Member Folders, and available mentors! So July is also a good time to take inventory of our supplies and resources for the year ahead.

Just as summer is a time for growing our gardens, it can also be a time for growing our Toastmasters clubs. We just need to keep our eyes open for the many possibilities around us. With a little imagination, creativity, and a lot of fun in the process, we can have a bountiful harvest of new members for our clubs when fall arrives.