

Vice President of Public Relations (VP PR)

Responsibilities and Tips

We wouldn't be able to run our programs without an online presence and promotional events. It's your job to work closely with your Counselor, our Coordinator and our other clubs' VP PR's to assist in promoting your club, organizing joint events and managing our Instagram and Facebook accounts. You will also respond to inquiries from the 'Contact Us' form on our website. Club promotion and joint events keep our unique social atmosphere alive, as they allow for interaction between our three clubs. Active social media pages with engaging, informative content are critical to attracting new members.

Promoting your club

- *Working with your Executive team and the Coordinator* to create posters advertising your club
- On occasion, *working with our other clubs' Presidents, VP PR's and the Coordinator* to create posters advertising all three clubs

****** You must get the Coordinator's approval before finalizing any posters ******

Organizing joint events

- *With the input and approval of the majority of other executives*, organizing socials (and advertising them through graphics, Discord posts, etc.)
- *With Counselor and joint executive meeting approval*, organizing and **advertising** inter-club collaborations such as joint meetings and our last event of the year, our *Grad Ceremony + Potluck + Executive meeting (most important)*

Managing our Instagram and Facebook pages

- Responding to comments on our posts and inquiries from Instagram and Facebook messages
- Deleting/hiding problematic comments or comments ruining the professional image our pages are aiming to convey (think excessive spam)
- Keeping our pages alive! Posting engaging and informative content:
 - From our joint events - photos, stories, Canva photo slideshows/collages
 - Posters promoting upcoming events - use Canva
 - From meetings - special moments like newly elected Executive teams, etc., videos of good speeches and Table Topics

NOTES:

- Only post content with members who have consented on our annual Media Release Consent Forms. This consent can be revoked for the purposes of any particular post anytime, insofar as practical.
- Due to Toastmasters International's branding standards and maintaining a cohesive look for our social media pages, you must **check with the Coordinator** before posting anything
- **Do not** alter the core templates ('TEMPLATES - do not edit...') folder - duplicate and **save** your templates outside of it in Canva

Responding to 'Contact Us' inquiries

Respond to inquiries sent from website forms to vangavelvppr@gmail.com email – through email or our Wix dashboard. Archive Wix inquiries after responding.

Email for VP PR collaboration, website login and responding to inquiries:

vangavelvppr@gmail.com

Password: simonqu2015

RESPONSE GUIDE

- Answer question to the best of your ability
- Refer to website if needed
- **Unsure?** Ask Coordinator; in 'Executives' or 'VP PR' Discord channels

* Always include relevant **registration link(s)** (found on website) or links for all 3 clubs when person doesn't specify interest in a club

* Create **email signature** and sign off using template below. For responses through the Wix portal, simply include the template as your sign-off

HELPFUL TEMPLATES

Begin email with template, then answer question underneath

GENERAL:

Hi [X],

As BC's largest and most affordable network of public speaking programs, Vancouver Gavel Club empowers its members to become confident and effective public speakers and

leaders. It's a place for youth to push themselves, make new friends and have fun. We function as 3 clubs that comprise one organization. We're a vibrant community that holds various social and educational events throughout the year, including contests and inter-club collaborations. As an affiliate of Toastmasters International, we employ their meeting structure and occasionally hold joint meetings with local clubs.

Through our registration links, check that a club's registration for the term isn't full. If it is: Unfortunately, our [Killarney / Kerrisdale / Wesbrook] branch is at capacity for the term. Registration for our next term should open in [December / March / June / July-August]. You Please check the 'Clubs' tabs on our website: <https://www.vancouvergavel.com/>.

Continue with registration links for clubs which aren't at capacity and rest of email below:

Here are our registration links :

[Killarney]

[Kerrisdale]

[Wesbrook]

We welcome guest drop-ins as well!

Best,

[Name]

[Exec Role]

[Wesbrook/Kerrisdale/Killarney] – Vancouver Gavel Club

NOTE: Our summer program only runs at Kerrisdale

REGISTRATION INQUIRY FOR NEXT TERM:

Hi [X],

As BC's largest and most affordable network of public speaking programs, Vancouver Gavel Club empowers its members to become confident and effective public speakers and leaders. It's a place for youth to push themselves, make new friends and have fun. We function as 3 clubs that comprise one organization. We're a vibrant community that holds various social and educational events throughout the year, including contests and inter-club collaborations. As an affiliate of Toastmasters International, we employ their meeting structure and occasionally hold joint meetings with local clubs.

Registration for our next term should open in [December / March / June / July-August]. You Please check the 'Clubs' tabs on our website: <https://www.vancouvergavel.com/>.

We welcome guest drop-ins as well!

Best,

[Name]

[Exec Role]

[Wesbrook/Kerrisdale/Killarney] – Vancouver Gavel Club

NOTE: Our summer program only runs at Kerrisdale

BRIEF (FOR RETURNING MEMBERS):

Hi [X],

Thank you for reaching out! Our [Killarney/ Kerrisdale / Wesbrook] registration link for next term will be up [in December / in March / in June / in July-August]. Please check the 'Clubs' tabs on our website: <https://www.vancouvergavel.com/>.

Best,

[Name]

[Exec Role]

[Wesbrook/Kerrisdale/Killarney] – Vancouver Gavel Club

QUESTIONS ABOUT PENDING BURNABY BRANCH:

For 'Burnaby Club Interest Form' entries with just contact info, no need to respond

Hi [X],

As BC's largest and most affordable network of public speaking programs, Vancouver Gavel Club empowers its members to become confident and effective public speakers and leaders. It's a place for youth to push themselves, make new friends and have fun. We function as 3 clubs that comprise one organization. We're a vibrant community that holds various social and educational events throughout the year, including contests and inter-club collaborations. As an affiliate of Toastmasters International, we employ their meeting structure and occasionally hold joint meetings with local clubs.

We appreciate your interest in our Burnaby branch. We are, however, still in the process of launching it, so we'll fill you in on the specifics as soon as we know them. It will follow the same annual schedule as our other branches, with 2-hour meetings being held on a weekday evening, likely sometime from 6-9. The program fee will likely be similar to our current branches. We're anticipating the launch being no later than the fall of this year.

Best,

[Name]

[Exec Role]

[Wesbrook/Kerrisdale/Killarney] – Vancouver Gavel Club

COMMON QUESTIONS & ANSWERS

<p>My son/daughter is under 12. Can they join?</p> <p>NOTE: The absolute min. age is <i>10</i>. As per our Executive decision, Kerrisdale has a hard floor of <u>12 y.o.</u></p>	<p>We allow registrations from those under 12-years old on a case-by-case basis, at the program Counselor's discretion. In this case, please contact the Coordinator, Vasily Lykov, to arrange for your [son/daughter] to drop in as a guest: vancouvergavel@gmail.com.</p>
<p>Do you follow any kind of curriculum?</p>	<p>Our members get access to the Toastmasters legacy Competent Communication and Competent Leadership manuals, as well as other internal resources to orient them with their speeches, meeting roles and elected Executive roles, should they choose to take on this responsibility. Once a member has completed all CC and CL projects, they will receive Communication Excellence and Leadership Excellence awards, respectively.</p> <p>However, we are a self-guided learning environment. The bulk of our members' learning is through observing seasoned members and actively participating. Members complete speeches and meeting roles at their own pace.</p>
<p>How much is membership?</p>	<p>We charge a \$10-12 fee per session - prorated if you join later in the term.</p>

Do you do partially subsidized memberships due to financial hardship?	Yes, we do, but only for returning members. Please contact the Coordinator, Vasily Lykov: vancouvergavel@gmail.com .
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Your role as part of the Executive team

Our Executives not only help run their clubs but help run Vancouver Gavel Club as a whole. It's your responsibility and privilege to attend our joint Executive meetings to discuss issues and weigh in on a range of decisions including event planning and how we should spend our budget.