**Southern Division Competition Club Marketing Plan**

**2016**

**How to use this document:** Below are several tools to use when marketing the upcoming competition. Feel free to make them yours by adding your own voice or the voice of your club. This competition is, at its core, a fun way to get our members to explore the possibilities of their own speaking capabilities, and mingle with others who are also expanding their own capabilities.

**Competition Theme:**

**Toastmasters: The Force is with you.**

We are using Star Wars as a metaphor for Toastmasters and how it awakens our inner confidence and capabilities. All of its themes, memes, characters and quotes are free game. It’s all in good fun: highlight your club’s dark side, or help harness your club’s inner Yoda.

**Goals:**

1. Get your club members to RSVP and attend the competition. (Location Requirement)
2. Get clubs to donate theme related items to the Opportunity Drawing.
3. Generally: Spark interest in Toastmasters and the activities possible through Toastmasters.

**URLs:**

**Meetup:** <http://www.meetup.com/San-Diego-District-5-Toastmasters-Meetup-Group/events/226917442/>

**RSVP:** <http://bitly.com/CompetitionRSVP>

**Timing: Competition is Saturday, Feb 27**

**Included:**

* Meeting examples
* Tweets
* Facebook and Linkedin posts
* Example Emails
* Blog posts
* Facts

**Questions:**

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[sureal@toastmasters7.org](mailto:sureal@toastmasters7.org)

Cory Russo, Chief Judge, Uptown Professionals Toastmasters  
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**Meetings**

**Meeting Announcement:**

Feel the Force of Toastmasters, Feb 27 at SDG&E

Southern Division International Speech Competition.

RSVP are necessary: <http://bitly.com/CompetitionRSVP>

**Table Topics or Meeting Theme:**

* Star Wars as a metaphor for Toastmasters.
* Ahs, Ums and general speaking nerves as evidence that the dark force exists.
* What would an opportunity prize from Ewoks/Darth Vader/The Rebel Alliance look like?
* Give the functionary roles a Star Wars persona.
* Invite Table Topics participants to take on a Star Wars persona when answering a question. ie. What is Jabba the Hutt's personal motto? or favorite movie?
* The Hero’s Journey: how George Lucas uses storytelling methods to make Star Wars effective.
* Using the Force to be a better speaker or club.

**Social Media**

**Twitter:**

[Tweet 1] Feel the Force of Toastmasters, Feb 27 Southern Division International Speech Competition. RSVP: <http://bitly.com/CompetitionRSVP> @D5Toastmasters #SDivision

[Tweet 2] Join the rebel alliance as our young Toast Masters face off in the dreaded International & Humorous Speech Competitions. RSVP: <http://bitly.com/CompetitionRSVP> @Toastmasters @D5Toastmasters #SDivision

[Tweet 3] The Force is strong with our members! Feb 27 Southern Division International Speech Competition. RSVP: <http://bitly.com/CompetitionRSVP> @D5Toastmasters #SDivision

**Facebook/Linkedin posts:**

[Post 1] Feel the Force of Toastmasters, Feb 27 Southern Division International Speech Competition. RSVP: <http://bitly.com/CompetitionRSVP> @D5Toastmasters #SDivision Join Us in celebrating our Division’s best speakers as they compete in the International and Humorous Speech Competition. Winners move on to the District Competition in April.

[Post 2] The force is strong with our club! Toastmaster member: [insert competitor name] is competing in the upcoming [International/Humorous Speech Competition] Feb 27 at SDG&E. RSVP: <http://bitly.com/CompetitionRSVP>

[Post 3] Internal club competition to develop the best Opportunity Prize! Help us create an awesome Opportunity Prize for the Southern Division Competition. Prize ideas should focus on how Toastmasters is a force within our lives. Feb [insert date]. RSVP for the Feb 27 competition: <http://bitly.com/CompetitionRSVP>

[Post 4] Strike us down and we will become more powerful than you imagine. Feel the Force of Toastmasters Feb 27 at the Southern Division International and Humorous Speech Competition at SDG&E. RSVP: <http://bitly.com/CompetitionRSVP>

**Emails**

**Email to members:**

[Subject] Rebel Toastmaster Alliance Speech Competition, Feb 27

Join the Rebel Toastmaster Alliance, Southern Division, Feb 27 at the Southern Division International and Humorous Speech Competition.

**International and Humorous Speech Competition, Southern Division**

**Feb 27, 8:30-noon**

**SDG&E, 8326 Century Park Ct, San Diego, CA 92123**

Members from Southern Division will compete to find our international and humorous speech champions. Who will then go on to compete against all Rebel Divisions in the District 5 Toastmaster Competition in April.

**RSVP to Rebel Base today:** <http://bitly.com/CompetitionRSVP>

With your RSVP you receive a $2 discount, 2 Opportunity Drawing Tickets + the opportunity to buy more upon arrival at the Rebel Base for a heavily discounted rate.

**Cost:** $5 with RSVP; $7 at door.

RSVPing for the Southern Division Competition shows strong foresight. Throwing down $20 for 40 tickets is bold and cunning. If you choose such an option, a group of Ewoks will be assigned to you to help you put your name on all of your tickets. Note, you'll have to watch them closely however, as they do like gold shiny things.

Find your Toastmaster Force.

**Email 2 to members:**

[Subject] Find your Toastmaster Force Feb 27

Learn from the best speakers of the Southern Division.

**International and Humorous Speech Competition, Southern Division**

**Feb 27, 8:30-noon**

**SDG&E, 8326 Century Park Ct, San Diego, CA 92123**

Join us to celebrate our division’s members’ accomplishments and support them as they pursue Toastmasters’ top prize. The competition is a great opportunity to learn from the speakers’ prowess at storytelling; and network across the division.

**RSVP today:** <http://bitly.com/CompetitionRSVP>

With your RSVP you receive a $2 discount, 2 Opportunity Drawing Tickets + the opportunity to buy more upon arrival at a heavily discounted rate. **Cost:** $5 with RSVP; $7 at door.

Find your Toastmaster Force.

**Blog Posts**

1. Recommended: Interview your club’s competitors for a personal take on competing. Cover:
   1. Why they competed
   2. What they learned
   3. What to look for
   4. Facts of the international and humorous speech competition
2. Basic posts about the competition. Can be duplicates from social media and emails.
3. Excitement builder: Use Star Wars vocabulary and themes to drive excitement.

**Example blog post:**

[Subject] Find your Toastmaster Force Feb 27

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Find your Toastmaster Force.

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| --- | --- | --- | --- |
| **Competition Facts** |  |  |  |
| **Reservation** | **2/27/2016** | **7:30 - 3pm** | **Competition** |
|  |  | 9-Noon Competitions |  |
|  |  | 8-9 am Check-in |  |
|  |  |  |  |
| **Location** | **SDG&E** | 8326 Century Park Ct | San Diego, CA 92123 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Requirements of location** | **Names for security** | | | |
|  | As before, it would be good to have a list of attendees a day or two before so that security can create name badges in advance.  **Note. Names are not required, but will speed access to venue. All persons must have a name tag.** | | | |
|  |  |  |  |  |
| **Theme** | Starwars: | | The Force is With You  or  The Force of Toastmasters | |
|  |  |  |  |  |
| **RSVP URL** | <http://bitly.com/CompetitionRSVP> |  |  |  |
| **Cost to participate** | Early Registration | $5 |  |  |
|  | At the door | $7 |  |  |
| **Opportunity Drawing** | Early Registration | 2 Free |  |  |
|  |  | $0.50 each | 10 = $5 |  |
|  |  |  | 40 = $20 |  |
|  | At the door | 1 Free |  |  |
|  |  | $0.75 each | 4 = $3 |  |
|  |  |  | 8 = $6 |  |
|  |  |  | 15 = $10 |  |
|  |  |  | 40 = $20 |  |
|  | On the floor | $1.00 each | 5 = $5 |  |
|  |  |  | 15 = $10 |  |
|  |  |  | 40 = $20 |  |

**Speakers:** Our division speakers represent 6 Areas, 27 clubs and 663 members.

**Humor Contest**Antwon Lincoln, Area 1  
Gil Maza, Area 6  
Jon Berman, Area 9  
Karen Kaufmann, Area 12  
Jill Badonsky, Area 21  
         
**International Contest**Antwon Lincoln, Area 1  
Daniel Wallace, Area 6  
Grace Baker, Area 9  
Mark Imhoff, Area 12  
Minerva Briseno, Area 21