



Meaningful Marketing Worksheets and Handouts

District 56 Online Leadership Elective Series

August 14, 2026 | November 13, 2026 | January 27, 2027 | April 10, 2027

Worksheet 1: Developing an Elevator Pitch

Section A: Toastmasters International Pitch Formula

Use this simple 3-part framework when someone asks, *"What is Toastmasters?"*

1. **The Challenge (10 seconds):** *"Many professionals feel held back by a fear of public speaking or want to build stronger leadership skills for their careers."*
2. **The Toastmasters Solution (10 seconds):** *"Toastmasters is a supportive, learn-by-doing club where members practice speeches, receive constructive feedback, and build confidence at their own pace."*
3. **The Call to Action (10 seconds):** *"We'd love to have you visit our club as a guest this [Day of Week] at [Time]—there's no pressure to speak, just come see how it works!"*

Section B: Your Personal / Club Elevator Pitch Worksheet

Fill out the blanks below to create your authentic 30-second story:

- **My Name:** _____
- **My Club Name:** _____

1. **Why I joined Toastmasters:** (e.g., *"I used to freeze up when speaking in team meetings..."*)

2. **What makes our club special:** (e.g., *"Our club meets over lunch and has a fun, relaxed corporate vibe..."*)

3. **My Call to Action:** (e.g., *"You can sit in on our next Zoom meeting this Thursday at noon—can I send you the link?"*)

Slides from today's presentation are available at tantillos.com/toastmasters

Worksheet 2: Finding Your Club's Unique Value Proposition (UVP)

Your Unique Value Proposition answers: **"Why should a prospect join YOUR club instead of another option?"**

Step 1: Audit Your Club Identity

Answer these questions with your Executive Committee:

- **Meeting Style:** Is your club formal, casual, highly energetic, or structured?
- **Location & Format:** In-person, hybrid, or online? Corporate campus, restaurant, or community hall?
- **Niche/Focus:** Advanced speakers, bilingual, young professionals, retirees, or specific industry focus?
- **Meeting Time Advantage:** Early morning, lunch break, or post-work evening?

Step 2: Complete the UVP Template

*"Our club, **[Club Name]**, helps **[Target Audience]** build confidence in public speaking and leadership by providing **[Unique Feature / Meeting Culture]** in a **[Atmosphere / Setting]**."*

Examples:

- *Corporate Club:* "Our club helps busy engineers and analysts present complex data with clarity through focused 45-minute lunchtime meetings."
- *Community Club:* "Our club provides a warm, social evening environment where local neighbors overcome public speaking anxiety and make lasting friends."

Worksheet 3: Member Persona Template

Understanding who you want to attract ensures your marketing messaging resonates deeply. Pick one persona that represents your club's biggest growth opportunity or create another one based on your club's current and future membership.

Persona Element	Example 1: Emerging Professional	Example 2: Seasoned Manager	Example 3: Active Retiree	Example 4: Stay-at-Home Parent	Your Club's Target Persona
Name / Profile	"Career-Growth Carl"(Early Career Professional)	"Leadership Laura"(Mid-Career Manager)	"Active Retiree Art"(Lifelong Learner)	"Reconnecting Rita"(Transitioning Parent)	_____
Primary Goal	Pass job interviews, speak up in team meetings, and build early career presence.	Lead town halls, manage team dynamics, and deliver executive pitches.	Stay mentally sharp, share wisdom, mentor others, and engage with community.	Rebuild professional confidence and engage in stimulating adult conversation.	_____
Biggest Fear	Mind going blank when put on the spot during meetings.	Looking unprepared or unpolished in front of senior leadership.	Social isolation, losing cognitive sharpness, or feeling irrelevant.	Feeling "rusty," out of touch with corporate culture, or lacking confidence.	_____
Preferred Channel	LinkedIn, Instagram, Word of Mouth.	LinkedIn, Corporate Email, Local Industry Events.	Facebook, Community Bulletins, Local Newsletters, Library Flyers.	Facebook Groups, Instagram, PTA / Community Networks, Local Flyers.	_____

Handout 1: Messaging Calendar Template (Sample 4-Week Cadence)

Create messaging and cadence to meet your club's needs.

Week	Target Focus	Channel	Sample Post / Action Content	Responsible Role
Week 1	Member Spotlight	LinkedIn & Facebook	"Meet Sarah! She joined our club to prepare for a wedding toast and ended up winning a company presentation award. #Toastmasters"	VPPR and shared by any members
Week 2	Educational Tip	Instagram / Website	"Struggling with filler words like 'um' and 'ah'? Here is a quick 30-second Table Topics tip from our meeting!"	VPPR and shared by any members
Week 3	Open House Teaser	Local Flyers / Social	"Join us next week for our Special Guest Open House! Free snacks, inspirational speeches, and no pressure to speak."	VPM & VPPR and shared by any members
Week 4	Meeting Recap	LinkedIn / Email List	"Another energetic meeting today! Highlights included 3 speech evaluations and lively Table Topics. Come be our guest next week!"	Club Secretary / VPPR and shared by any members

Handout 2: High-Level Marketing Plan Template

Connecting your outreach goals directly to actionable tasks, resources, and owners. Use this template to plan outreach and marketing for your club's goals.

Campaign Goal: Attract 10 Guests and Convert 3 New Members for Biannual Open House

Task / Activity	Components Required	Task Owner	Start Date	End Date	Required Resources & Cost
1. Create Promotional Flyer & Social Media Graphics	Toastmasters Brand Manual guidelines, official logos, Canva template.	VPPR	4 Weeks Prior	3 Weeks Prior	Cost: \$0 (TI Canva Templates / TI Brand Portal)
2. Digital Promotion Campaign	Event listing on Meetup, LinkedIn Event, Eventbrite, Facebook page posts.	VPPR / Webmaster	3 Weeks Prior	Day of Event	Cost: \$0–\$15 (Optional boosted local social post)
3. Community / Workplace Outreach	Physical flyer printing, posting on corporate bulletin boards/local library.	All Club Members	2 Weeks Prior	1 Week Prior	Cost: \$10 (Flyer printing paper/ink)
4. Guest Welcome Package & Meeting Prep	Agenda creation, Guest Sign-in sheet, Pathways flyers, Ribbons.	VPM & SAA	1 Week Prior	Day of Event	Cost: \$0–\$15 (Downloads from TI website + printing, folders, and ribbons)
5. Post-Event Guest Follow-up	Personal thank-you email, feedback survey, invitation to next meeting.	VPMp	Day After Event	+3 Days Post Event	Cost: \$0 (Direct email/phone call)