



District 69 Marketing & Public Relations Plan 2026–27

as at 8 August 2026 - Prepared by Melanie Surplice, D69 PRM

The role of Marketing and Public Relations within District 69 is to increase awareness of Toastmasters, strengthen the District's public profile and give clubs practical support to attract, engage and retain members.

Marketing activity will support the District across three interconnected priorities:

- **Build new clubs** by increasing awareness of Toastmasters and creating opportunities to reach communities, organisations and prospective members not currently connected with the organisation.
- **Build stronger clubs** by equipping clubs and their leaders with the marketing skills, resources and confidence to communicate their value and attract new members.
- **Retain our valued members** by showcasing the breadth of the Toastmasters experience, recognising member achievements and reinforcing the opportunities for personal growth, leadership, connection and community available throughout District 69.

Marketing and PR activity will be planned in collaboration with the District Director, Program Quality Director and Club Growth Director to ensure communications support broader District priorities, including club growth, member education, events, new club development and retention.

The 2026–27 approach will combine District-level awareness activity with practical club-level marketing support, supported by a stronger and more consistent digital communications presence.

Key Initiatives

Proactive Media Outreach

District 69 has again retained the services of **Fensom Advisory**, headed by Anthony Fensom, a Marketing & Communications Consultant, and Toastmaster within District 69.

Working collaboratively with the Program Quality Director, Club Growth Director and Public Relations Manager, Fensom Advisory will develop and distribute at least one media release each month throughout South East Queensland. Releases will connect Toastmasters with topical news, community issues and relevant trends, creating opportunities to secure earned media coverage across the District.

The objective is to increase awareness of Toastmasters beyond our existing networks, demonstrate its relevance to contemporary communication and leadership needs, and generate interest from prospective members, clubs and organisations.

Media coverage will also be shared through District communication channels, including Facebook and LinkedIn, so members can see how Toastmasters is being actively promoted throughout the District.

Samples of media coverage secured during 2025–26 are available [here](#).



District 69 LinkedIn Strategy and Content Calendar

LinkedIn will become a more deliberate and focused communications channel for District 69 during 2026–27.

A structured content calendar will provide a consistent flow of relevant content designed particularly for professionals, organisations and potential corporate partners. Content will showcase member stories, communication and leadership insights, District initiatives, club opportunities, events and the practical value of Toastmasters.

The objective is to move beyond simply promoting District activities and establish the LinkedIn page as an ongoing demonstration of **why Toastmasters remains relevant and valuable**.

This channel will also support new club development, particularly within corporate and professional environments, while increasing visibility for existing clubs and celebrating member achievements.

District 69 Facebook Community

The District 69 private Facebook group, with nearly 1,000 members, will be used more intentionally as a key communication and engagement channel throughout 2026–27.

As an already active and engaged community, the group provides an important opportunity to keep members informed about upcoming District activity while also reinforcing the breadth of learning, leadership and connection available through Toastmasters.

Content will regularly highlight events listed on the District 69 Events page, including Club Officer Training, specialist training sessions, Area, Division and District conferences, online and in-person events, and other opportunities of interest to members.

The aim is to use the group not simply as an announcement channel, but as an ongoing platform to **inform, educate and engage members**, increase participation in District activities and strengthen members' connection with the wider District 69 community.

Member Email Communications

Email will continue to play an important role in communicating directly with District 69 members in 2026–27.

Communications may be targeted to specific audiences, such as club executives, or distributed more broadly to all members depending on the purpose. This may include invitations to Club Officer or specialist training, judge training, District conferences, District Council meetings, key program updates and other important District news.

The focus will be on ensuring members receive timely, relevant information that helps them stay informed, participate in District opportunities and remain connected with the wider Toastmasters community.

Together, these channels provide a clear communications structure: **LinkedIn for external and professional visibility, Facebook for member engagement, email for direct and targeted communication, and the District website as the central information hub.**



District Website and Digital Resources

The District 69 website will continue to serve as the central information hub supporting marketing and member communications.

Key program pages, events, training opportunities and marketing resources will be maintained and promoted through LinkedIn, Facebook and email, giving members and prospective members a clear destination for further information, registration and resources.

The website will also support greater consistency across District communications by providing a single source of information for major initiatives and events.

The Club Marketing Edge Webinar Series

The **Club Marketing Edge** is a free monthly webinar series designed to help clubs across District 69 improve their communication, promotion and member outreach.

Created for Vice Presidents Public Relations and anyone interested in club growth, each session provides practical strategies, expert insights and live Q&A. Topics are designed to be relevant across metropolitan, regional, online and corporate clubs.

The program aims to build marketing capability within clubs rather than simply provide promotional materials, helping clubs develop sustainable approaches to attracting visitors, converting guests into members and maintaining a strong presence within their communities.

Dates and registration details are available at:

<https://www.toastmastersd69.org/club-marketing-2026-27/>

Showcase Sprint

Following the success of Showcase Sprint over the past two years, the program will again be delivered from November 2026 through to February 2027.

The timing has been deliberately structured so participating clubs can develop their marketing campaign before Christmas, commence promotion early in the new year and hold a Showcase Meeting during January or early February, followed by a final debrief.

Round 1 dates:

- Session 1: Sunday, 8 November 2026
- Session 2: Sunday, 22 November 2026
- Session 3: Sunday, 6 December 2026
- Session 4: Sunday, 17 January 2027
- Podium Debrief: Sunday, 28 February 2027

Clubs can register their interest [via this form](#).



A second round may also be considered for March 2027, allowing clubs to undertake targeted membership building activity immediately following the March renewal period.

Local Area Marketing Pilot

District 69 will also explore a pilot approach to local area marketing, designed to promote multiple clubs within a defined geographic area through one coordinated campaign.

The initial pilot is proposed for the **Ipswich area**, where several clubs operate within a relatively concentrated catchment. Rather than relying on individual clubs to undertake separate and potentially fragmented marketing activity, the District would create a central, professionally developed landing page on the District 69 website that presents Toastmasters as a local opportunity and directs prospective members to participating clubs in the area.

Paid social advertising would then be used to drive geographically targeted traffic to the landing page, with a clear call to action encouraging prospective members to find and visit a local club.

The aim is to test whether consolidating the marketing of several clubs in one area can deliver greater reach, stronger creative consistency and better efficiencies than five individual clubs undertaking separate campaigns with limited budgets and resources.

District 69 is currently working with a Toastmaster in Ipswich who is a member of three local clubs to help shape and pilot this approach. Learnings from the campaign could then inform whether the model is suitable for replication in other metropolitan or regional areas across the District.

Club Marketing Grants

Subject to ratification through the District's annual budgeting process, District 69 is expected to again offer its **Club Marketing Grants Program**.

The grants provide clubs with an opportunity to undertake targeted local marketing initiatives that may otherwise be beyond their available club resources.

Further details, including eligibility criteria, funding levels and the application process, will be communicated following the District Council Meeting in late September.

District 69 Marketing Awards

District 69 will again recognise and celebrate clubs that demonstrate strong, purposeful and effective marketing throughout the year. The **District 69 Marketing Awards** are designed to recognise clubs that communicate consistently, create a welcoming and professional presence, engage members and prospective guests, and use marketing strategically to support club growth and retention.

Last year's awards recognised excellence across areas including club newsletters, websites, social media campaigns and integrated digital marketing. The program will return in 2026–27, providing an opportunity to showcase good practice across the District, share examples other clubs can learn from and acknowledge the work of club leaders actively strengthening the Toastmasters brand in their communities.



Measures of Success

Success will be assessed using a mix of communication, participation and engagement indicators such as:

- Media coverage secured and overall reach
- LinkedIn audience growth, impressions and engagement
- Engagement with Facebook communications and event promotion
- Email open and click-through rates, where available
- Attendance at Club Marketing Edge webinars
- Number of clubs participating in Showcase Sprint
- Number and value of Club Marketing Grants awarded
- Number of clubs recognised through the District 69 Marketing Awards
- Participation in promoted training, conferences and District events
- Local Area Marketing pilot results, including reach, landing page traffic, enquiries, club visits and cost per lead where measurable.

These measures will be used primarily to identify trends, assess engagement and guide future marketing activity rather than as stand-alone measures of District growth.

Overall Direction

Across these initiatives, the emphasis for 2026–27 will be on combining **visibility with capability**.

District-level PR, digital communications and media activity will create broader awareness of Toastmasters and strengthen its reputation, while programs including Club Marketing Edge, Showcase Sprint and Marketing Grants will give clubs the knowledge, tools and opportunities to translate that awareness into visitors and members.

At the same time, member communications, recognition programs and the promotion of training and District opportunities will help reinforce the value of the Toastmasters experience for existing members.

Ultimately, successful marketing is not simply about generating enquiries. It is about creating a strong and visible organisation, helping clubs deliver and communicate a compelling member experience, attracting new people into Toastmasters and giving our existing members compelling reasons to stay.



2026–27 Activity Snapshot

- Throughout 2026–27: District 69 LinkedIn content calendar, with a consistent program of member stories, professional insights, District initiatives, events and club growth content.
- Throughout 2026–27: Intentional use of the District 69 private Facebook group to promote training, conferences, events and other opportunities to its community of nearly 1,000 members.
- Throughout 2026–27: Targeted and District-wide email communications promoting training, conferences, Council meetings, key initiatives and important information for members and club leaders.
- Throughout 2026–27: Maintenance and promotion of District website content, event listings, program pages and marketing resources.
- Monthly throughout 2026–27: Proactive media outreach, with at least one media release developed and distributed each month through Fensom Advisory.
- Monthly throughout 2026–27: Club Marketing Edge webinar series, providing practical marketing education and support to clubs and club leaders.
- Late September 2026: Club Marketing Grants program confirmed and communicated, subject to District Council budget ratification.
- November 2026 to February 2027: Showcase Sprint Round 1, taking participating clubs from campaign planning and preparation through to Showcase Meetings and final debrief.
- March 2027: Potential second Showcase Sprint round aligned with the March membership renewal period and focused on post-renewal club growth.
- June 2027: District 69 Marketing Awards, recognising strong club marketing and sharing examples of good practice across the District.
- Ongoing: Marketing and PR activity aligned with District leadership priorities to build new clubs, strengthen existing clubs and retain valued members.
- **2026–27 pilot:** Develop and test a consolidated Local Area Marketing campaign in Ipswich, combining a central District 69 landing page with geographically targeted paid social advertising to generate awareness and enquiries for participating clubs.

