

## Toastmasters District 123

# Pathways - We Have A Path For That: Campaign Playbook

This document has been created for the clubs of Toastmasters District 123 to participate in the district campaign to boost public awareness of Toastmasters and Pathways.

With the introduction of Pathways, Toastmasters members now have a more focused path to the personal improvement goals that brought us to this great organization. Each Path has a more direct link to personal development based on individual interests and promoting this point to the world is an effective way to get attention to your club.

The key point in any promotion is to consider, “*What's in it for them?*” **Them** being the portion of the public you are trying to reach. While Toastmasters has benefits for almost everyone, promotions that target everyone are less effective. The benefit of an open house is not as clear as the benefit of learning or gaining something from attending the open house. Therefore, it is important to promote the gain someone will get rather than the event itself.

Having a specific message will get more attention and interest from the people who see your promotion. Having multiple messages that target different interests will increase the chance of a promotional campaign being successful. It allows for more of **Them**, to think “*That is something I'm interested in, I need to find out more.*”

Pathways has 11 different messages that speak to the interests of people. District 123 will be using this in a promotional campaign running for 11 weeks from *March through May 2022*. The **We Have A Path For That** campaign will have a post every Monday during the campaign, a different Path will be featured and boosted in social media and other mediums. Here is an example:



The promotions will lead readers to a new page on the District 123 website that shows each path and what projects are in the path. Check it out.

<https://toastmasters123.org/pathways-paths/>

The page features two buttons. One is for non-members and will take them to the **Find A Club** page of Toastmasters International site. While we would like to have a quick and easy search for District 123 clubs, that requires more work than we've had time to devote while we create a new website from scratch.

When potential guests find your club in the TI search results, they will ask about Pathways. All executive members should know the basics of Pathways so that anyone that responds to inquiries can explain the benefits, and process of Pathways and then invite them to the club. A webpage has been set up to explain the benefits in simple terms that are reflected in the promotion. Check it out.

<https://toastmasters123.org/path-for-that-campaign>

It is also our hope that current and past members might be reinvigorated by seeing a new way of looking at Pathways and renew their interest. Reach out to past members to see which Pathways Path fits their personal goals.

### **Participating in the promotion**

We invite all clubs to participate in the promotion to increase the club's visibility. The easiest way to do this is to join the District 123 Facebook group

<https://www.facebook.com/groups/district123toastmasters>

Then share the posts on your club's Facebook page.

In Facebook, below the promotion will be three buttons: **Like**, **Comment** and **Share**

- Click the **Share** button
- A pop-up box will appear, select **Share to Group**
- Select your club's Facebook Page

**Note:** If you are not a member of your club's Facebook group page, you will need to be added to it in order to share on it.

### **Creating your own posts**

Clubs will also be provided access to promotional materials from the District 123 website.

<https://toastmasters123.org/path-for-that-campaign>

When posting to your club's social media sites, be sure to use the appropriate format (**Facebook / LinkedIn or Instagram**). If you will be using the promotional materials in other social media sites, be sure they have the same format (**size and dimensions**) so that the quality is not diminished.

The text accompanying the images should work off the images and not just repeat it. Think of the text on a PowerPoint slide in your presentations, it should not repeat text in the image. The text in the District 123 promotions will direct interested people to the Path on the Pathways page that is being promoted. Keep in mind that promotions should have direct links to what you are promoting. If you send a potential guest to content that isn't in your promotion, then they will leave your site. People do not like to search for the information you are trying to present to them.

### Other tips to effective social media promotions:

- Use hashtags (#) in the primary text of your message. Social media site algorithms rank hashtags at the bottom of a post lower in their rankings and are less effective.
- At minimum, use the hashtags that were used in the District 123 promotions. You may add relevant hashtags to your posts but including the hashtags that the district is using will add visibility to your posts.
- Keep text to the essential message. Adding more than is needed risks potential guests becoming less interested and scrolling past. Provide a hook and leave them wanting more.
- Ask guests how they found you, including which social or standard media sites they saw you. This will allow you to know what is working for your club and what isn't. Having this information is key to being more effective in your future promotions.
- Be sure others in your club are aware of the promotion. The more members that are aware that you are in the campaign the better prepared they can be to talk to potential guests.
- **Keep to the theme of the District 123 promotion.** Adding information about your club and additional information about Pathways can be helpful but avoid using different language / phrases that do not fit with narrative of the promotion. Posting information that is vastly different than the promotion can lessen the effectiveness of the promotion.

### Campaign Posts

The following are the text that will be posted with each path during the Pathways – We Have A Path For That campaign.

You may add to the text with a call to action with your posts but be sure to keep it brief and to the point. Be sure to include the hashtags in the text of your post to improve the rankings. Algorithms lower the ranking of posts that load the end of the post with hashtags.

### Dynamic Leadership

**Dynamic Leadership**

**Do you want to be a dynamic leader?**

**We have a path for that.**

Toastmasters is a not-for-profit organization with over 97 years of helping millions of members around the world in achieving their goals. Our Pathways program provides you with 11 learning paths to choose from, helping you become the communicator or leader you want to be.

Visit [www.toastmasters123.org](http://www.toastmasters123.org) to find your path.

#Toastmasters' #DynamicLeadershipPath helps you build your skills as a #strategic #leader. The projects on this path focus on understanding #leadership and #communication styles, the effect of #conflict on a group, and the skills needed to #defuse and direct conflict. These projects also emphasize the development of strategies to facilitate change in an organization or group, interpersonal communication, and #PublicSpeaking. This path culminates in a project focused on applying your leadership skills.

For more information on this path, visit <https://toastmasters123.org/pathways-paths/#tab-77232>

### Effective Coaching

**Effective Coaching**

**Do you want to help guide people?**

We have a path for that.

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Visit [www.toastmasters123.org](http://www.toastmasters123.org) to find your path.

#Toastmasters' #EffectiveCoachingPath helps you build your skills as a positive #communicator and #leader. The projects on this path focus on understanding and building consensus, contributing to the #development of others by #coaching, and establishing strong #PublicSpeaking skills. Each project emphasizes the importance of effective interpersonal communication. This path culminates in a "High Performance Leadership" project of your design.

For more information on this path, visit <https://toastmasters123.org/pathways-paths/#tab-77233>

### Engaging Humor

**Engaging Humour**

**Do you want to be more engaging in your conversations?**

We have a path for that.

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Visit [www.toastmasters123.org](http://www.toastmasters123.org) to find your path.

#Toastmasters' #EngagingHumorPath helps you build your skills as an accomplished #PublicSpeaker. The projects on this path focus on learning how an audience responds to different types of #humor and #improving your ability to deliver a message with humor. The projects contribute to developing an understanding of effective public speaking #technique, #SpeechWriting, #SpeechDelivery, and using #HumorousStories. This path culminates in an extended speech that will allow you to apply what you learned.

For more information on this path, visit <https://toastmasters123.org/pathways-paths/#tab-77235>

## Innovative Planning



The graphic features a man in a blue shirt smiling while working on a laptop. To his left, a white box contains the text: "Do you want to build project management skills? We have a path for that." Below this is a circular icon with a stylized globe and a checkmark. At the bottom, a dark red box contains the text: "Toastmasters is a not-for-profit organization with over 97 years of helping millions of members around the world in achieving their goals. Our Pathways program provides you with 11 learning paths to choose from, helping you become the communicator or leader you want to be." A small note at the bottom right says "Visit www.toastmasters123.org to find your path."

#Toastmasters' #InnovativePlanningPath helps you build your skills as a #PublicSpeaker and #leader. The projects on this path focus on developing a strong connection with audience members when you present, #SpeechWriting, and #SpeechDelivery. The projects contribute to building an understanding of the steps to #manage a #project, as well as creating innovative #solutions. This path culminates in a "High Performance Leadership" project of your design.

For more information on this path, visit <https://toastmasters123.org/pathways-paths/#tab-77234>

## Leadership Development



The graphic features a man in a suit and purple shirt smiling. To his left, a white box contains the text: "Do you want to build your leadership skills? We have a path for that." Below this is a circular icon with three stylized human figures. At the bottom, a dark red box contains the text: "Toastmasters is a not-for-profit organization with over 97 years of helping millions of members around the world in achieving their goals. Our Pathways program provides you with 11 learning paths to choose from, helping you become the communicator or leader you want to be." A small note at the bottom right says "Visit www.toastmasters123.org to find your path."

#Toastmasters' #LeadershipDevelopmentPath helps you build your skills as an effective #communicator and #leader. The projects on this path focus on learning how to #manage #time, as well as how to #develop and #implement a plan. #PublicSpeaking and #leading a #team are emphasized in all projects. This path culminates in the planning and execution of an event that will allow you to apply everything you learned.

For more information on this path, visit <https://toastmasters123.org/pathways-paths/#tab-77231>

## Motivational Strategies

**Motivational Strategies**

**Do you want to motivate others in your life?**



We have a path for that.

Toastmasters is a not-for-profit organization with over 97 years of helping millions of members around the world in achieving their goals. Our Pathways program provides you with 11 learning paths to choose from, helping you become the communicator or leader you want to be.

Visit [www.toastmasters123.org](http://www.toastmasters123.org) to find your path.

#Toastmasters' #MotivationalStrategiesPath helps you build your skills as a #powerful and #effective #communicator. The projects focus on learning #strategies for building #connections with the people around you, understanding #motivation, and successfully leading small groups to accomplish tasks. This path culminates in a comprehensive team-building project that brings all of your skills together—including #PublicSpeaking.

For more information on this path, visit <https://toastmasters123.org/pathways-paths/#tab-772310>

## Persuasive Influence

**Persuasive Influence**

**Do you want to influence others?**



We have a path for that.

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Visit [www.toastmasters123.org](http://www.toastmasters123.org) to find your path.

#Toastmasters' #PersuasiveInfluencePath helps you build your skills as an #innovative #communicator and #leader. The projects on this path focus on how to #negotiate a #positive #outcome together with building strong #interpersonal #communication and #PublicSpeaking skills. Each project emphasizes developing #leadership #skills to use in complex situations, as well as creating innovative #solutions to challenges. This path culminates in a "High Performance Leadership" project of your design.

For more information on this path, visit <https://toastmasters123.org/pathways-paths/#tab-77238>

### Presentation Mastery



**Presentation Mastery**

Do you want to give great presentations?

We have a path for that.

Toastmasters is a not-for-profit organization with over 97 years of helping millions of members around the world in achieving their goals. Our Pathways program provides you with 11 learning paths to choose from, helping you become the communicator or leader you want to be.

Visit [www.toastmasters123.org](http://www.toastmasters123.org) to find your path.

#Toastmasters' #PresentationMasteryPath helps you build your skills as an accomplished #PublicSpeaker. The projects on this path focus on learning how an audience responds to you and #improving your #connection with audience members. The projects contribute to developing an understanding of effective public speaking technique, including #SpeechWriting and #SpeechDelivery. This path culminates in an extended speech that will allow you to apply what you learned.

For more information on this path, visit <https://toastmasters123.org/pathways-paths/#tab-77231>

### Strategic Relationships



**Strategic Relationships**

Do you want to build networking skills?

We have a path for that.

Toastmasters is a not-for-profit organization with over 97 years of helping millions of members around the world in achieving their goals. Our Pathways program provides you with 11 learning paths to choose from, helping you become the communicator or leader you want to be.

Visit [www.toastmasters123.org](http://www.toastmasters123.org) to find your path.

#Toastmasters' #StrategicRelationshipsPath helps you build your skills as a #leader in #communication. The projects on this path focus on understanding #diversity, building personal and/or professional #connections with a variety of people, and developing a #PublicRelations #strategy. Communicating well interpersonally and as a public speaker is emphasized in each project. The path culminates in a project to apply your skills as a leader in a volunteer organization.

For more information on this path, visit <https://toastmasters123.org/pathways-paths/#tab-77237>

### Team Collaboration

**Team Collaboration**

**Do you want to work well in teams?**



We have a path for that.

Toastmasters is a not-for-profit organization with over 97 years of helping millions of members around the world in achieving their goals. Our Pathways program provides you with 11 learning paths to choose from, helping you become the communicator or leader you want to be.

Visit [www.toastmasters123.org](http://www.toastmasters123.org) to find your path.

#Toastmasters' #TeamCollaborationPath helps you build your skills as a #collaborative #leader. The projects on this path focus on active #listening, #motivating others, and #collaborating with a team. Each project contributes to building interpersonal #communication and #PublicSpeaking skills. This path culminates in a project focused on applying your leadership skills.

For more information on this path, visit <https://toastmasters123.org/pathways-paths/#tab-77236>

### Visionary Communication

**Visionary Communication**

**Do you want to build a vision for the future?**



We have a path for that.

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Visit [www.toastmasters123.org](http://www.toastmasters123.org) to find your path.

#Toastmasters' #VisionaryCommunicationPath helps you build your skills as a #strategic #communicator and #leader. The projects on this path focus on developing your #skills for sharing information with a #group, #planning #communications, and creating innovative #solutions. #SpeechWriting and #SpeechDelivery are emphasized in each project. This path culminates in the development and launch of a long-term personal or professional vision.

For more information on this path, visit <https://toastmasters123.org/pathways-paths/#tab-77239>

**Note:** This is not the order that the district will be promoting the paths.

Be sure to check out and join the District 123 social media presence.

**LinkedIn** - <https://www.linkedin.com/company/district-123-toastmasters>

**Facebook** - <https://www.facebook.com/groups/district123toastmasters>

**Instagram** - <https://www.instagram.com/d123toastmasters>

**YouTube** - [https://www.youtube.com/channel/UC-oj\\_Bv3aZ7MTajudUgemmg](https://www.youtube.com/channel/UC-oj_Bv3aZ7MTajudUgemmg)

**SoundCloud** - <https://soundcloud.com/user-560941407>

If you have questions about this campaign and how to connect with it, contact the D123 Public Relations Manager JD Thomas [prm@toastmasters123.org](mailto:prm@toastmasters123.org).

Best of luck.

JD Thomas  
Public Relations Manager  
Toastmasters District 123