

# PR AWARDS



DISTRICT 82  
SRI LANKA | MALDIVES | BRITISH INDIAN OCEAN

## Creative Content Newsletter Award

Clubs must submit their newsletters twice a year, before the stipulated cut-off dates. The three highest-scoring clubs, based on the combined scores from both terms, will be awarded the Gold, Silver, and Bronze Awards.

### Purpose

This award encourages clubs to showcase their activities, achievements, and uniqueness to their stakeholders. As a District, we recognize clubs that exemplify excellence in promoting valuable content, raising awareness, and showcasing achievements using proper branding and creativity to inspire and motivate both members and the wider community.

### Qualification Criteria

- Clubs must submit newsletters for both terms to be eligible for the award.
- The newsletter must be **exactly 20 pages**, including covers. *A 5% reduction will be applied for each additional or lesser page.*
- The newsletter must adhere to the guidelines outlined in the current version of the Toastmasters International Brand Manual, with no major brand violations.

### Marking Metrics:

- Brand Compliance - 25%
- Club Information - 10%
- Layout and Presentation - 25%
- Content - 40%

<b>Submission Instructions</b>	Upload the newsletter in PDF format to Google Drive or another reliable file-sharing service. Submit the link to download the newsletter via the form available at <a href="https://district82.org/d82-submission">district82.org/d82-submission</a> . The club must ensure that the link is accessible. Submissions with broken/restricted/expired links will be disqualified.
<b>Cut-off date(s)</b>	<ul style="list-style-type: none"><li>• Term I: 30th November 2024</li><li>• Term II: 31st March 2025</li></ul>

## Annual Flyer Excellence Award

Clubs may submit brand-compliant, creative, and informative flyer designs. Each club may submit ONE flyer per month, published on Club's social media. A club's submission can be recognized as 'Champion Flyer of the Month' once. The next best four flyers will be recognized as 'Top Flyers of the Month.' Clubs' submissions can earn 'Top Flyer' recognition multiple times based on their scores.

Aggregate scores from all submissions will determine the winners of the **Annual Flyer Excellence Award** in Gold, Silver, and Bronze categories.

### Purpose

To encourage clubs to creatively promote Toastmasters and their club to stakeholders consistently throughout the year, fostering continuous improvement. We aim to recognize clubs that effectively provide valuable information about their club, adhering to brand guidelines and demonstrating creativity.

### Qualification Criteria

- MUST NOT have any major brand violations as per the current version of the Toastmasters International Brand Manual.
- The flyer must be posted on the club's social media pages.
- Special criteria will be announced monthly via D82 social media pages. All monthly flyer submissions must align with the specified criteria for that month.

### Marking Metrics:

- Brand Compliance 30%
- Creativity and Organization 45%
- Value of Information 25%

<b>Submission Instructions</b>	Submit a link to the flyer via <a href="https://district82.org/d82-submission">district82.org/d82-submission</a> . The club must ensure that the link is accessible. Submissions with broken links will be disqualified. Submit only one flyer per Month.
<b>Cut-off date(s)</b>	Last day of each month

## Best Social Media Presence Award

Clubs can submit Social Media metrics that denote growth and reach along with evidence for presence on one or more of the following social media sites: Facebook, Instagram. Please ensure to go through the prerequisites to ensure that you can access the insights necessary for submission. The three highest-scoring clubs will be awarded the Gold, Silver, and Bronze Awards.

### Purpose

Social media plays a vital role in establishing and increasing brand awareness. We aim to encourage clubs with a strong social media presence that effectively communicate their achievements and values on these platforms. Metrics indicating growth and reach, along with evidence of consistent posting, will be considered.

### Qualification Criteria

- Must be current for the current program year.
- Must adhere to all major brand guidelines without violations.

### Marking Metrics:

- Brand Compliance: 30%
- Consistent Posting: 30%
- Organic Growth: 20%
- Reach: 20%

<b>Submission Instructions</b>	Submit the social media site link, growth and reach metrics, and evidence via the form available at <a href="https://district82.org/d82-submission">district82.org/d82-submission</a> . The club must ensure that the link is accessible. Submissions with broken links will be disqualified.
<b>Cut-off date(s)</b>	10 <sup>th</sup> March 2025

## External Outreach Star Award

This award recognizes clubs that excel in reaching external stakeholders and audiences through effective outreach efforts. Eligible activities include gaining visibility for club achievements and activities in popular Print (newspapers, magazines, including THE TOASTMASTER magazine), Digital Media (Television and Radio), and Online Web platforms. The award honors clubs that demonstrate outstanding engagement and impact beyond their membership, fostering broader community awareness and appreciation.

### Purpose

To encourage clubs that enhance visibility for their achievements and activities through popular print, TV, radio, or online media platforms, thereby raising awareness of Toastmasters International beyond its membership. This initiative aims to increase brand awareness, attract new members to the organization, and elevate the value of club and individual achievements within the wider community.

### Qualification Criteria

- All publications should be related to Toastmasters and promote the benefits of Toastmasters.
- These publications should add value for non-Toastmasters and encourage them to join the organization.

### Marking Metrics:

- An article in Toastmasters International Magazine: 10 points
- A photo publication in Toastmasters International Magazine: 3 points
- An article in local print media: 5 points
- A publication on local TV or radio: 7 points
- A publication on an online web media platform: 5 points

<b>Submission Instructions</b>	Submit evidence of publicity gained via <a href="https://district82.org/d82-submission">district82.org/d82-submission</a> within 4 weeks of publishing.
<b>Cut-off date(s)</b>	10 <sup>th</sup> March 2025

## Excellence in Video Series Award

This award recognizes clubs for their outstanding creation of dynamic content, including videos and graphic illustrations. It celebrates clubs that effectively utilize visual media to showcase their achievements and activities, engaging and informing audiences both within and beyond Toastmasters. The three highest-scoring clubs will be honored with the Gold, Silver, and Bronze Awards, highlighting their creativity and impactful storytelling through multimedia platforms.

### Purpose

The purpose of this award is to encourage clubs to innovate in creating visual media, particularly short videos, to enhance brand visibility through consistent efforts throughout the year.

### Qualification Criteria

- Videos should be limited to a maximum of 2 minutes and not less than 30 seconds in duration.
- Videos must not violate any major brand guidelines as per the current version of the Toastmasters International Brand Manual.
- Special criteria will be announced monthly via D82 social media pages. All monthly video submissions must align with the specified criteria for that month.  
*(If a club wishes to post on social media, they must obtain approval from Toastmasters International as outlined in the brand manual.)*

### Marking Metrics:

- Brand Compliance: 10%
- Effort: 25%
- Innovation and Creativity: 40%
- Value of Content: 15%
- Professionalism: 10%

<b>Submission Instructions</b>	<ul style="list-style-type: none"><li>• Video must be uploaded to Google Drive or another reliable file-sharing service, and the link must be shared along with the submission.</li><li>• Submit a link to content via <a href="https://district82.org/d82-submission">district82.org/d82-submission</a>. The club must ensure that the link is accessible. Submissions with broken links will be disqualified.</li></ul>
	<b>Cut-off date(s)</b>

## Division PR Excellence Award

The Division PR Excellence Award acknowledges the outstanding performance of Division Public Relations Managers (PRMs) who have demonstrated exemplary leadership and effectiveness in promoting Toastmasters International and its objectives within their divisions. PRMs eligible for this award have significantly contributed to enhancing public relations efforts, effectively communicating the benefits of Toastmasters to a wider audience through strategic initiatives and innovative campaigns.

### Purpose

The purpose of the Division PR Excellence Award is to recognize and honor Division PRMs for their exceptional dedication and achievements in advancing Toastmasters' visibility, membership growth, and community impact. This award aims to inspire and encourage PRMs to continue their impactful public relations work, thereby strengthening the Toastmasters brand and expanding its reach and influence across diverse communities.

### Qualification Criteria

- Division PRM must be a Toastmaster in a club of good standing.
- Must not hold any district leadership position or serve on any district extended team.
- Must maintain a consistent divisional presence on social media while actively supporting clubs within the division throughout the year

### Marking Metrics:

- Ensure that all social media channels and their content belonging to the division comply with brand guidelines throughout the year.
- Demonstrate consistent posting on division activities.
- Publish a monthly tabloid to showcase divisional activities, club achievements, and contributions of district leaders within the division.
- Responsible for maintaining and ensuring brand compliance of clubs' presence within the division.
- Conduct PR trainings to enhance the standards and quality of PR work within the division.
- Show exemplary commitment to Toastmasters' core values and district mission.

<b>Submission Instructions</b>	The award application will be available starting March 1, 2025, on the district website.
<b>Cut-off date(s)</b>	31 <sup>st</sup> March 2025