

## FOUR PILLARS OF EXCELLENCE IN INTERNAL MARKETING — C.A.R.E. PROGRAM

<u>Communication - Internal and External</u>	<u>Active Engagement</u>	<u>Recognition</u>	<u>Encouragement</u>
• AOL - Patch	• Active Community involvement (Civic activities in 30's, 40's, 50's)	• * On Name Tag for 5th speech.	• Active listening (for needs and goals).
• Articles to newspaper about Toastmasters	• Address guest of input and asked at end of meeting	• Accomplishment ribbons for Name Tags	• Applause
• Brite Neighbor	• Answering telephones at telethon.	• Fun Prizes/treats @milestones	• Assign a trained mentor
• Cross-Communication between clubs	• Challenging to progressive roles.	• Immediate recognition and celebration consistent	• Believe they can do it!
• Email - wrap up of meeting	• Club Faire with contest.	• List Accomplishments in local newspaper, web-site.	• Celebrate!
• e-newsletter Highlight specific items when forwarded	• Communication	• Lunch Treat as Recognition	• Challenge them to do better.
• Facebook	• Contests	• Numbered ribbons for CC speeches	• Don't be overbearing.
• Face-to-Face	• Debates	• Personalize members special ideas and interests	• Follow up with former members ask about their needs. Discuss goals
• Guest Book - Letters Snail mail	• Discussion Groups - pull together experts to offer solutions, for all to vote. Form committees.	• Present certificates for educational awards.	• Follow-up - thank you.
• Internal Communication within club - Meeting notes.	• Explain guests roles.	• Public Acknowledgement for Accomplishments	• Give a cookie!
• Officer Meeting	• Facebook and blog (social media) Linked In.	• Recognize 'outside' accomplishments.	• Give a hug
• Phone calls	• Feedback from all.	• Standing Ovation for ice-breaker	• Give Specific Positive Feedback
• Tweet	• Inter-club activities. Picnic Inner club competition. Invite guest speakers, local politicians, and Distinguished Speakers and seek feedback from Toastmaster Members.	• Thank you Cards with recognition.	• Honesty - don't sugar coat be sincere
• Website - Good - keep updated	• Involvement in all Executive Meetings.		• Positive Nod
• Yahoo - associate	• Local High Schools.		• Smile
	• Mentoring - Key *		• Snail mail note
	• Name tags and Role tags for questions.		• Tangible bonuses.
	• Newsletter recaps.		• Thank you (verbally...immediately)
	• Open consistent and communication. (moments of Truth)		• Use manual
	• Organize Form Interclub		• How to Implement
	• Organize, form committees. Interclub		• 1) Active listening ( to find out needs and goals). —Ask open ended questions
	• Planned organized meetings - fill roles and reserve.		—Ask why they joined. —Ask guests how did they hear of us and why they came.
	• Practice basic listening.		—Create a culture of questions
	• Productive Use of Time		—Needs being met - etc.
	• Productive useful website. easy user friendly. Free toast host		—Informal feedback after speech - powerful that they liked, what they didn't that the liked, what they didn't
	• Responsibility - and speaking in each meeting.		• 2) Mentoring - my experience —Review Mentor materials and manuals
	• Social Media		—Conduct mentor training
	• Social Time and celebrations ie Holiday Party, awards banquet.		• 3) Tangible bonuses —Cookies
	• Speech Craft		—Certificates
	• Theme nights based on member interests.		—Snail Mail
	• Understand DCP.		—Notes after Speech
	• Web site User Friendly		—Ribbons
	• Welcome all guests - everybody.		—Email
	• Welcome all questions		—Hugs
	• Welcome and Feedback		
	• Youth Leadership		