



Public Relations Manager Report

District 86 | August 31, 2026

Sagar Podilapu Public Relations Manager – 2026–2027

Primary Goal

The Public Relations team's goal for 2026–2027 is to strengthen the visibility of District 86 both internally and externally.

Internally, our focus is to keep members informed, recognize achievements, promote District and club activities, and provide clubs with communication and promotional support.

Externally, our focus is to increase awareness of Toastmasters throughout the communities served by District 86, showcase the value of communication and leadership development, and help more prospective members discover and visit a Toastmasters club.

A key priority this year is to move beyond primarily announcing events and activities and create more content that **shows what Toastmasters is, who our members are, and how the program can help people grow.**

PR Team Development

One of the first priorities for the 2026–2027 year has been building a Public Relations team with clearly defined areas of responsibility.



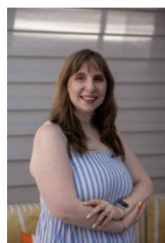
Anja Gangur
Content Calendar
Chair



Sunayana Vaidya
Newsletter Chair



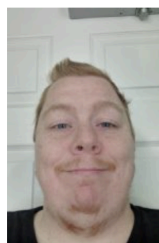
**Mayank
Mandhare**
Webmaster



Viki Franchino
Meetup Chair



Can B Gursoz
Photography Chair



Steuart McCoy
External Social
Media Chair



Candida Britto
Internal Social
Media Chair



Pedro Lopez
Internal Graphic
Designer



**Muhammad
Adeel**
External Graphic
Designer

The team structure includes:

- Newsletter & Blog
- Photography & Video
- Graphic Design – Internal Communications
- Graphic Design – External Communications
- Social Media – Internal Communications
- Social Media – External Communications
- Meetup & Eventbrite
- Communications & Social Media Calendar
- Webmaster

The objective of this structure is to distribute responsibilities, develop specialized expertise within the team, and improve coordination between the District website, social media, newsletter, events, and clubs.

Regular communication with the PR team will be used to coordinate upcoming campaigns, District priorities, club submissions, and content requirements.

Internal and External Communications

A major initiative for this year is to create a clearer distinction between **internal and external communications**.

Internal communications are intended primarily for current Toastmasters and will include:

- District announcements and events
- Club Officer Training
- Contests
- Member and club recognition
- Educational opportunities
- District programs and initiatives
- Leadership communications

External communications will be developed primarily for people who are not currently Toastmasters and will focus on:

- Building confidence in public speaking
- Communication and leadership development
- Member experiences and success stories
- What happens at a Toastmasters meeting
- Why people join Toastmasters
- Opportunities to visit clubs
- Club open houses and community events

This approach will allow District 86 to continue serving existing members while increasing the amount of content specifically designed to reach prospective members.

Social Media

Social media continues to be an important communication channel for District 86.

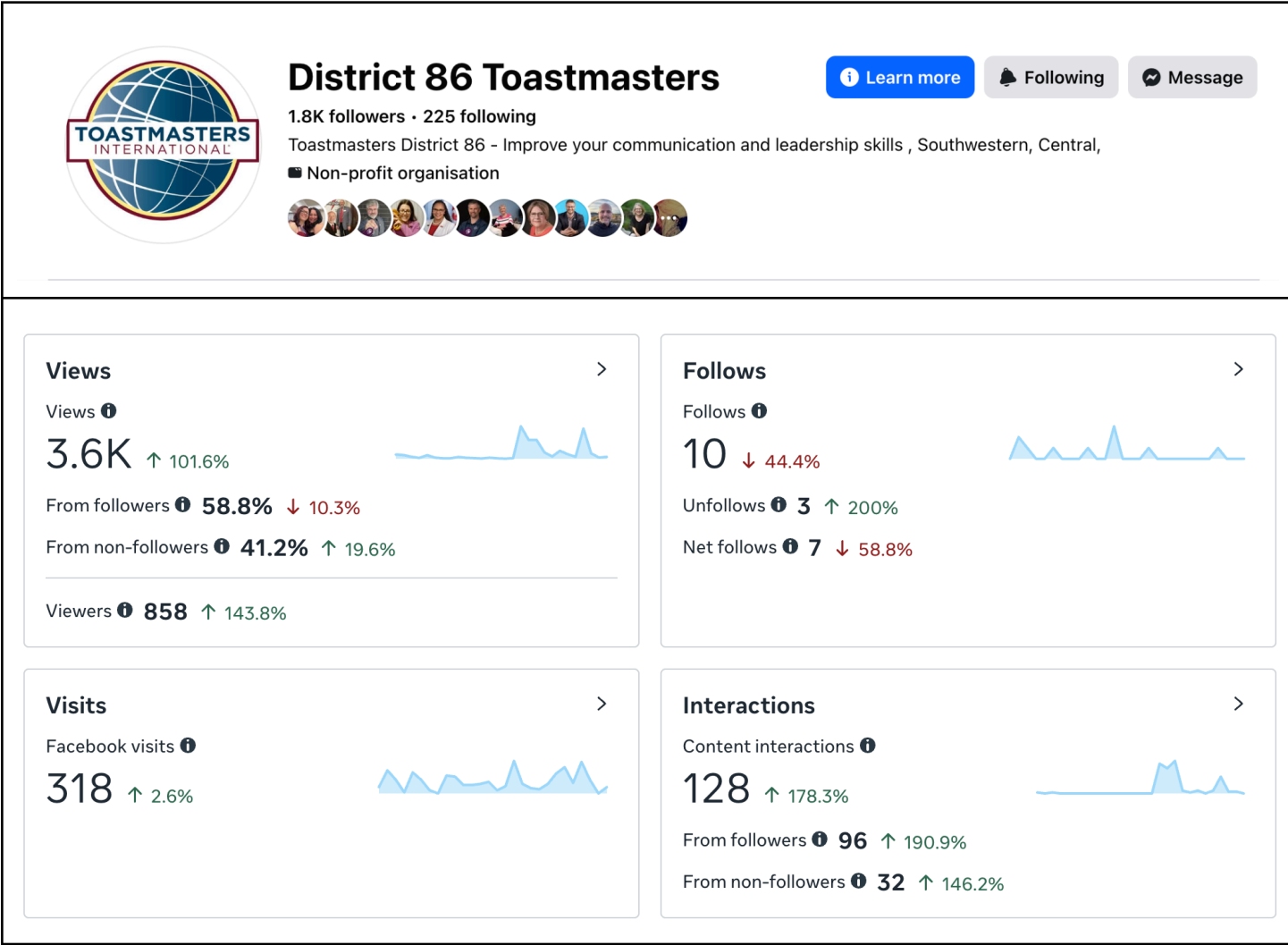
The PR team is working toward a more coordinated approach across District social media platforms, with an increased emphasis on consistent publishing, member stories, club activities, educational content, event promotion, and public awareness.

Rather than relying predominantly on flyers and announcements, the goal is to increase the use of photographs, videos, interviews, stories, and other original content from clubs and members.

Current Social Media Statistics

Facebook Public Page

- Followers: **1,800 members**
- Reach/Engagement: **3,600 Post Views**



Facebook District Group

- Members: **1,400 members**
- Active Members: **590 members**

District 86 Toastmasters

Private group · 1.4K members

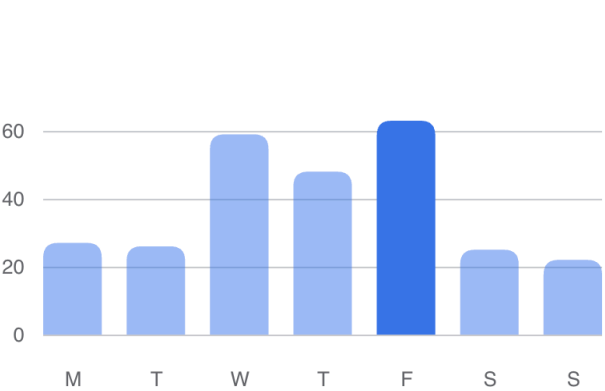


+ Invite

Share

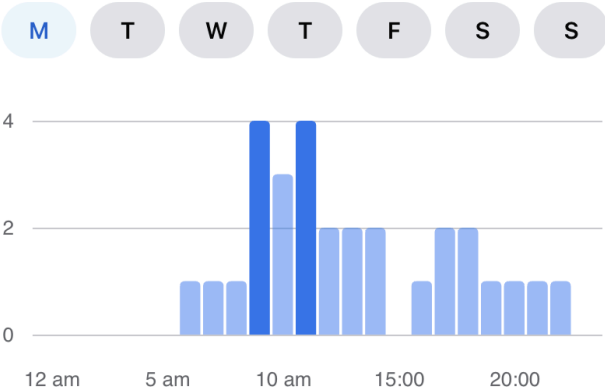
Popular days i

The average number of times that members post, comment or react on a given day in the specified date range.



Popular times i

The average number of times that members post, comment or react at a given hour of the day in the specified date range.



LinkedIn

- Followers: 538

District 86 Toastmasters International

District 86 is part of Toastmasters International and serves the heartland of Ontario.

Non-profit Organizations · Ontario · 538 followers · 1K-5K employees

Your profile view highlights ?

Data for 7/31/2026 - 8/29/2026

595

Impressions

▲126.2%

18

Reactions

▲28.6%

1

Comments

●0%

0

Reposts

●0%

These statistics will serve as an initial benchmark for measuring audience growth and engagement during the 2026–2027 year.

Club Content & Storytelling Initiative

One of the priorities for this year is to increase the amount of original content coming directly from District 86 clubs.

Clubs will be encouraged to share:

- Meeting photographs
- Member achievements
- Club milestones
- Open houses and special meetings
- Success stories
- Community involvement
- Educational achievements
- Member experiences
- Upcoming events

The objective is to create a regular flow of authentic District 86 content that can be used across social media, newsletters, blogs, the District website, and other communication channels.

This will also provide opportunities to recognize more clubs and members throughout the District.

Photography & Video Initiative

District 86 will increase its focus on original photography and video during the 2026–2027 year.

The PR team is working toward having photographers capture activities at clubs and District events. In addition to photographs, we plan to collect short interviews and member stories that can be repurposed across District communication channels.

Potential content includes:

- Member interviews
- Member testimonials
- Leadership interviews
- Short educational videos

The objective is to build a library of authentic District 86 content rather than relying primarily on promotional graphics.

Newsletter & Blog

The District newsletter and blog will continue to be important channels for sharing information, experiences, and educational content with members.

An initiative for this year is to increase the number and variety of member-generated articles.

District leaders, experienced Toastmasters, and members from throughout District 86 will be invited to contribute articles covering leadership, communication, personal development, club experiences, member success stories, and lessons learned through Toastmasters.

The newsletter will bring together important District updates, upcoming events, member and club stories, educational information, and selected articles.

☐	Your Vote Matters Regular email · Legacy builder 2026-2027 Last edited Sat, Aug 15, 04:31 PM by you	Sent Sat, Aug 15, 04:31 PM	Join District 86 Toastmasters Send to: District Council Exclude: Unsubscribed 214 recipients	48.6% Opens	0.47% Clicks	View report									
☐	August Newsletter Regular email · Legacy builder 2026-2027 Last edited Sat, Aug 15, 04:05 PM by you	Sent Sat, Aug 15, 04:05 PM	Join District 86 Toastmasters 2,355 recipients	1016 Opens	103 Clicks	View report									
☐	Dues Increase Regular email · Legacy builder 2026-2027 Last edited Thu, Jul 16, 01:41 PM by you	Sent Thu, Jul 16, 02:30 PM	Join District 86 Toastmasters Exclude: Unsubscribed 2,302 recipients	45.8% Opens	0.13% Clicks	View report									
Marketing engagement															
<table> <tr> <td> Total sends 4,006 ▲ 74.0% </td><td> Open rate 35.5% ▼ 22.4% </td><td> Opened 1,419 ▲ 35.5% </td><td> Click rate 3.0% ▲ 2152.7% </td><td> Clicked 118 ▲ 3833.3% </td><td> Clicks per unique 8.3% ▲ 2802.2% </td><td colspan="2"> </td></tr> </table>								Total sends 4,006 ▲ 74.0%	Open rate 35.5% ▼ 22.4%	Opened 1,419 ▲ 35.5%	Click rate 3.0% ▲ 2152.7%	Clicked 118 ▲ 3833.3%	Clicks per unique 8.3% ▲ 2802.2%		
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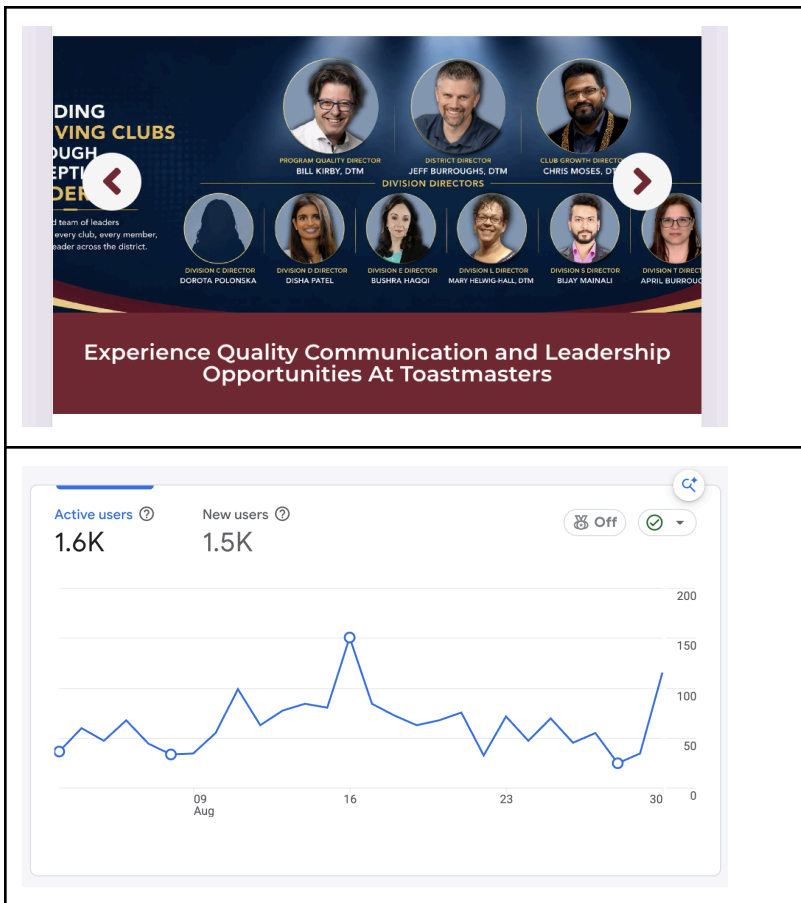
Website

The District 86 website remains one of our most important public-facing communication assets.

Work during the beginning of the Toastmasters year has included updating District information and supporting the publication of current events, announcements, leadership information, and other resources.

Additional website maintenance and security work has also been undertaken to protect the District website and maintain its availability and reliability.

The website will increasingly be connected with our broader public relations strategy, particularly through member stories, blogs, club information, event promotion, and content intended for prospective members.



Website Security & Cybersecurity Response

During August, the District 86 website experienced a cybersecurity incident that resulted in the website being flagged with a **“Deceptive Site Ahead”** warning. Restoring the security and credibility of the District's primary public-facing digital asset became an immediate priority.

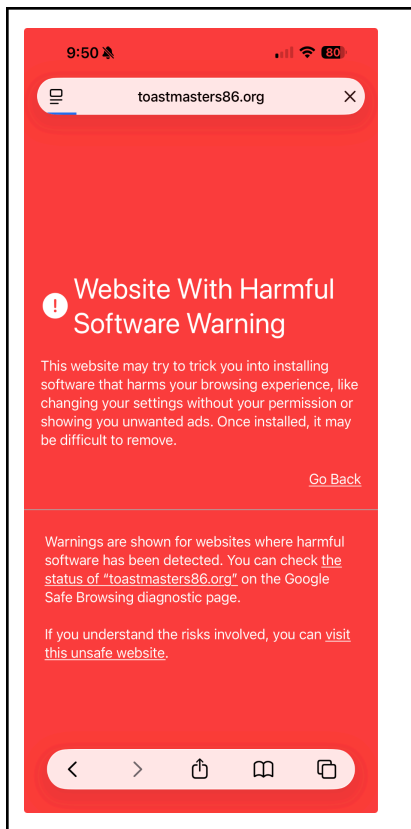
The District PRM team worked extensively to investigate the incident, identify and remove suspicious content and files, strengthen website security, and restore the website to normal operation. The response included reviewing website files and configurations, removing identified suspicious elements, updating website components, strengthening access credentials and security settings, validating core website files, and conducting additional security checks.

Following the remediation work, a review was submitted to have the warning removed. The team also established a security baseline to assist with identifying unexpected website changes in the future.

This incident required considerable effort and collaboration from the team, and we appreciate everyone who contributed to the investigation, remediation, testing, and restoration of the website.

The incident has also highlighted the importance of improving the underlying website infrastructure and maintenance processes. The PR team is therefore exploring solutions that can:

- Improve website performance and reliability.
- Strengthen security and ongoing monitoring.
- Make routine website updates faster and easier.
- Reduce the complexity involved in maintaining District content.
- Establish more efficient processes for managing the website going forward.



Potential solutions are currently being evaluated, and additional information and recommendations will be provided to the District Executive Committee as this work progresses.

Humorous Speech Contest – External Promotion

One of our upcoming external public relations initiatives will focus on promoting the **District 86 Humorous Speech Contests to audiences outside Toastmasters.**

Humorous Speech Contests provide an opportunity to showcase Toastmasters in a way that is engaging and accessible to the general public. Rather than promoting the contests only as internal Toastmasters events, the PR team intends to use them as an opportunity to introduce more people to the organization and demonstrate the speaking skills our members develop.

The external promotion strategy will focus on:

- Promoting contests to audiences beyond existing District 86 members.
- Creating social media content designed specifically for the general public.
- Highlighting the entertainment value of the Humorous Speech Contest.

Communications & Social Media Calendar

A coordinated communications calendar is being developed to improve planning across District communication channels.

The calendar will help coordinate:

9127 South Jamaica Street, Suite 400 | Englewood, CO 80112 | Phone: +1 720-439-5050 | www.toastmasters.org

- Social media content
- District events
- Club events and open houses
- Blog articles
- Important Toastmasters dates
- Contests
- Recognition

The objective is to improve consistency while reducing last-minute communication requests and duplication of effort across the PR team.

Month	Suggested Date	Topic / Asset	Hook / On-Creative Text	Caption Direction
August	8/10/2026	Club Success Plan	Have you completed your club success plan yet?	Do you need help from your Area Director?
August	8/19/2026	I'll just wing it	Me: I'll just wing my humorous speech. Also me: rehearsing the pause for 40 minutes.	Relatable prep/rehearsal humor.
August	8/25/2026	The pause is part of the joke	Sometimes The Pause Is The Punchline	Save-worthy educational static about timing.
August	8/28/2026	Which Toastmasters type are you?	Which Toastmasters type are you?	Fun personality carousel: Table Topics comedian, timer watcher, serious evaluator, etc.
September	9/3/2026	Club Success Plan	Have you completed your club success plan yet?	Your club success plan has to be submitted by September 30,
September	9/9/2026	Humor is a leadership skill	Humor is not just entertainment.	Professional reel linking humor to connection and leadership.
September	9/12/2026	Smedley Award membership building	Smedley Award submissions close September 30, 2026.	What has your club done to gain new members? What are you still planning to reach your goals?
September	9/15/2026	3 ingredients of a great humorous speech	Start: Timing. Delivery.	Save-worthy carousel with practical speaking advice.

Current Priorities / Next Steps

During the coming months, the Public Relations team will focus on:

- Establishing baseline statistics for all major District communication channels.
- Increasing original content featuring District 86 members and clubs.
- Building a consistent pipeline of member-written blog articles.
- Developing more external-facing content aimed at prospective Toastmasters.
- Improving coordination between social media, newsletters, blogs, the website, and event promotion.
- Supporting clubs with promotion of open houses and other guest-focused activities.
- Increasing awareness of District 86 and Toastmasters within the communities we serve.

2026–2027 PR Direction

Our goal is not simply to communicate more; it is to communicate with a clearer purpose.

For our members, District communications should provide information, recognition, education, and connection.

For the public, our communications should answer a different set of questions: **What is Toastmasters? What happens at a meeting? How can it help me? Who are the people involved? And where can I experience it for myself?**

Throughout 2026–2027, the Public Relations team will work to tell those stories more consistently and help District 86 clubs become more visible within their communities.

Prepared by

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Public Relations Manager – 2026–2027

District 86 Toastmasters

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