

# Vice President of Public Relations (VP PR)

## *Responsibilities and Tips*

We wouldn't be able to run our programs without an online presence and promotional events. It's your job to work closely with your Counselor, our Coordinator and our other branches' VP PR's to assist in promoting your branch, organizing joint events and managing our Instagram and Facebook accounts. You will also respond to inquiries from the 'Contact Us' form (and occasionally other forms) on our website. Branch promotion and joint events keep our unique social atmosphere alive, as they allow for interaction between our four branches. Active social media pages with engaging, informative content are critical to attracting new members.

### **Promoting your branch**

- *Working with your Executive team and the Coordinator* to create posters advertising your branch
- On occasion, *working with our other branches' Presidents, VP PR's and the Coordinator* to create posters advertising all three branches

**\*\* You must get the Coordinator's approval before finalizing any posters \*\***

### **Organizing joint events**

- *With the input and approval of the majority of other executives*, organizing socials (and advertising them through graphics, Discord posts, etc.)
- *With Counselor and joint executive meeting approval*, organizing and **advertising** inter-branch collaborations such as joint meetings and our last event of the year, our *Grad Ceremony + Potluck + Executive meeting (most important)*

### **Managing our Instagram and Facebook pages**

- Responding to comments on our posts and inquiries from Instagram and Facebook messages
- Deleting/hiding problematic comments or comments ruining the professional image our pages are aiming to convey (think excessive spam)
- Keeping our pages alive! Posting engaging and informative content:
  - From our joint events - photos, stories, Canva photo slideshows/collages
  - Posters promoting upcoming events - use Canva
  - From meetings - special moments like newly elected Executive teams, etc., videos of good speeches and Table Topics, whether as stories, posts or reels

## NOTES:

- Only post content with members who have consented on our annual Media Release Consent Forms. This consent can be revoked for the purposes of any particular post anytime, insofar as practical.
  - Use 'Media Release Consent Form Summary', linked in 'VP PR' Discord channel and maintained by the Coordinator
  - Don't be afraid to **ask those who didn't consent** to step out of frame for a photo / video
- Due to Toastmasters International's branding standards and maintaining a cohesive look for our social media pages, you must **check with the Coordinator** before posting anything
- **Do not** alter the core templates ('TEMPLATES - do not edit...') folder - duplicate and **save** your templates outside of it in Canva

## Responding to 'Contact Us' inquiries

Respond to inquiries sent from website forms to [vangavelvppr@gmail.com](mailto:vangavelvppr@gmail.com) email – via VP PR email.

Email for VP PR collaboration and responding to inquiries - in pinged message in 'VP PR' Discord channel.

## RESPONSE GUIDE

- Answer question to the best of your ability
- Refer to website if needed:
  - 'Home' tab for general description
  - 'Contact' tab for brief GVGC history and additional contact info to send to inquirer if question is beyond your scope: (Coordinator, 4 branch Presidents). Or forward email to Coordinator or appropriate President(s)' email(s).
  - 'About Us' tab for:
    - Our educational model
    - Our "curriculum"
    - What resources we provide members
    - How we employ the Toastmasters meeting structure

THESE ALL POINT TO THE SAME CONCEPT – **HOW** OUR MEETINGS ARE RUN (a common question presented in different forms)

● **Unsure?** Ask Coordinator; in ‘Executives’ or ‘VP PR’ Discord channels

\* Always include relevant **registration link(s)** (found on website) or links for all 4 branches when person doesn’t specify interest in a branch

\* Choose your **email signature** from the list by clicking on the pen icon below the email.

\* Archive email after responding (and again after any follow-up responses).

### HELPFUL TEMPLATES

*Begin email with template, then answer question underneath*

#### GENERAL:

Hi [X],

*IF IT'S BEEN 3+ DAYS SINCE RECEIVING THE EMAIL: Apologies for the late response.* As BC’s largest and most affordable network of public speaking programs, Greater Vancouver Gavel Club empowers its members to become confident and effective public speakers and leaders. It’s a place for youth to push themselves, make new friends and have fun. We function as 4 branches that comprise one organization. We’re a vibrant community that holds various social and educational events throughout the year, including contests and inter-branch collaborations. As an affiliate of Toastmasters International, we employ their meeting structure and occasionally hold joint meetings with local clubs.

*Through our registration links, check that a branch’s registration for the term isn’t full. If it is:* Unfortunately, our [Killarney / Kerrisdale / Wesbrook / Burnaby] branch is at capacity for the term. Registration for our next term should open in [December / March / June / July-August]. You Please check the ‘Branches’ tabs on our website: <https://www.gvgavel.com/>.

*Continue with registration links for branches which aren’t at capacity and rest of email below:*

Here are our registration links :

[Killarney]

[Kerrisdale]

[Wesbrook]

[Burnaby]

We welcome guest drop-ins as well!

Best,

*SELECT EMAIL SIGNATURE (CLICK ON PEN ICON)*

NOTE: Our summer program only runs at Kerrisdale

REGISTRATION INQUIRY FOR NEXT TERM:

Hi [X],

*IF IT'S BEEN 3+ DAYS SINCE RECEIVING THE EMAIL: Apologies for the late response.* As BC's largest and most affordable network of public speaking programs, Greater Vancouver Gavel Club empowers its members to become confident and effective public speakers and leaders. It's a place for youth to push themselves, make new friends and have fun. We function as 4 branches that comprise one organization. We're a vibrant community that holds various social and educational events throughout the year, including contests and inter-branch collaborations. As an affiliate of Toastmasters International, we employ their meeting structure and occasionally hold joint meetings with local clubs.

Registration for our next term should open in [December / March / June / July-August]. You Please check the 'Branches' tabs on our website: <https://www.gvgavel.com/>

We welcome guest drop-ins as well!

Best,

*SELECT EMAIL SIGNATURE (CLICK ON PEN ICON)*

NOTE: Our summer program only runs at Kerrisdale

BRIEF (FOR RETURNING MEMBERS):

Hi [X],

*IF IT'S BEEN 3+ DAYS SINCE RECEIVING THE EMAIL: Apologies for the late response.* Thank you for reaching out! Our [Killarney / Kerrisdale / Wesbrook / Burnaby] registration link for next term will be up [in December / in March / in June / in July-August]. Please check the 'Branches' tab on our website: <https://www.gvgavel.com/>

Best,

*SELECT EMAIL SIGNATURE (CLICK ON PEN ICON)*

QUESTIONS ABOUT BURNABY BRANCH, opening **this Sep** (updated Apr 27, 2026):  
From 'Contact' & 'Burnaby Club Interest Form' website forms -> VP PR email. Please **also**  
respond to entries with just contact info.

Hi [X],

*IF IT'S BEEN 3+ DAYS SINCE RECEIVING THE EMAIL: Apologies for the late response.* As BC's largest and most affordable network of public speaking programs, Greater Vancouver Gavel Club empowers its members to become confident and effective public speakers and leaders. It's a place for youth to push themselves, make new friends and have fun. We function as 4 branches that comprise one organization. We're a vibrant community that holds various social and educational events throughout the year, including contests and inter-branch collaborations. As an affiliate of Toastmasters International, we employ their meeting structure and occasionally hold joint meetings with local clubs.

We appreciate your interest in our Burnaby branch, and we're excited to announce that it will be in session **this September!**

**WHERE?** Christine Sinclair Community Centre, Burnaby.

**WHEN?** Mondays, 6:30 – 8:30 pm. Fall term will run Sep 14 – Dec 14, excluding Oct 12.

**WHO?** Ages 12-17. We grant exceptions for those under 12-years old on a case-by-case basis, at the program Counselor's (instructor's) discretion. Please contact the Coordinator, Vasily Lykov, to arrange for your child to first visit as a guest, free of charge:  
gvgavel@gmail.com.

**FEE:** \$12/session + tax. Registration is on a term-by-term basis.

Registration will open on **August 10, 10 AM** for Burnaby residents and **August 14, 10 AM** for non-Burnaby residents. You can find the link on the 'Burnaby' tab in the 'Branches' drop-down on our website: <https://www.gvgavel.com/>

Best,

*SELECT EMAIL SIGNATURE (CLICK ON PEN ICON)*

\* Don't forget to archive email after responding (and again after follow-up responses)

COMMON QUESTIONS & ANSWERS

<p>My son/daughter is under 12. Can they join?</p> <p>NOTE: The absolute min. age is 11. As per our Executive decision, <b>Kerrisdale</b> has a hard floor of <u>12 y.o.</u></p>	<p>We grant exceptions for those under 12-years old on a case-by-case basis, at the program Counselor’s discretion. We’d need to ensure that our social and educational atmosphere would be a good fit for your <b>[son/daughter]</b>. Please contact the Coordinator, Vasily Lykov, to arrange for your <b>[son/daughter]</b> to drop in as a guest: <a href="mailto:gvgavel@gmail.com">gvgavel@gmail.com</a>.</p>
<p>Do you follow any kind of curriculum?</p>	<p>Our members get access to the Toastmasters legacy Competent Communication and Competent Leadership manuals, as well as other internal resources to orient them with their speeches, meeting roles and elected Executive roles, should they choose to take on this responsibility. Once a member has completed all CC and CL projects, they will receive Communication Excellence and Leadership Excellence awards, respectively.</p> <p>However, we are a self-guided learning environment. The bulk of our members’ learning is through observing seasoned members and actively participating. Members complete speeches and meeting roles at their own pace.</p>
<p>How much is membership?</p>	<p>We charge a \$10-12 fee per session - prorated if you join later in the term.</p>
<p>Do you do partially subsidized memberships due to financial hardship?</p>	<p>Yes, we do, but only for returning members. Please contact the Coordinator, Vasily Lykov: <a href="mailto:gvgavel@gmail.com">gvgavel@gmail.com</a>.</p>

### Your role as part of the Executive team

Our Executives not only help run their branches, but also Greater Vancouver Gavel Club as a whole. It's your responsibility and privilege to attend our joint Executive meetings to discuss issues and weigh in on a range of decisions including event planning and how we should spend our budget.