



Presentation Time!!

As a Campaign Representative a significant portion of your job will be to attend employee meetings. At many of these meetings, you will be asked to give a presentation. Whether you've given thousands of speeches before or this will be your first time, it's important to properly prepare and practice.

Why prepare and practice?

Writing out and practicing your speech will:

- Build your confidence
- Help you deliver a smooth flow of information to your audience
- Help you visualize, anticipate and feel comfortable on the day of your actual presentation
- Help you anticipate questions

An ill-prepared speaker sends a dramatic message: "I don't think you're very important. If you were, I'd be better prepared."

Know Your Audience

Before you begin to prepare your speech, consider your audience: how many people will be in attendance, what's their profession, what topics might they relate to, what information is likely to get their attention, what information might they not care about. Getting a handle on your audience can help you deliver a polished, tailored performance.

Opening

Find Your Hook:

Use an attention grabber that automatically gets your audience thinking and/or participating. The hook should lead in to your objectives.

"Imagine a picture of your child taking their first steps, or a picture of you cutting the cake at your wedding, what about pictures of other loved ones. Now imagine that they are destroyed, you will never get them back. Not only that,



but your clothes, furniture, important papers, gone... destroyed by a house fire.”

“How many of you have ever been to a Braves game? Imagine Turner Field on a nice summer night – a sold out crowd. Now imagine that crowd 6 times. This is the amount of people United Way helps every year! That’s one in two people in our community!”

State Your Objectives:

This helps your audience focus and have a clear idea of the purpose of your speech.

“This is a reality for many people in our region. On average, there is a house fire each day here in Central Georgia. I’m here today to tell you about this family, how United Way can help and how your support really does make a difference.”

“This is just one reason United Way makes a great investment. I’m here today to thank you for your past support, to share with you other reasons a gift to United Way makes in impact and to ask that you continue to support United Way and the people in our community.”

Main Body

United Way has a lot of content that can be included in speeches! Your job as the presenter is to pick out the key facts that you would like to present.

Here are some common topics you may be asked to speak about, it can vary by the company’s objectives:

- Personal story or story of someone helped by an agency
- Watch. Enter. Win.
- Getting involved with United Way through volunteering
- How 2-1-1 connects people and how they are helping
- Where does my money go?



Sample Message to Incorporate

- Instead of focusing on one single cause, we focus on hundreds of them, helping the community as a whole. Through our nearly 29 Partner Agencies, help is there when... (examples)

People don't give to agencies; they give to people. This phrasing helps show how United Way helps people through our partnership.

- Because of the commitment of so many generous volunteers, United Way is able to be extremely efficient, keeping costs low so that more people can be helped.
- You help 1 in 2 people in our region when you give to United Way.

People can see 1 in 2. They can't picture one million. They say things like, "One million doesn't mean anything to me because I work with big numbers all day." Or, "I don't know if one million is a lot or a little in this situation." Also, one million is overwhelming; they can help one person, though.

- Our United Way is local and independent. We cover 14 counties in Georgia and reach people in your neighborhoods.
- Over 50 local people volunteer their time to review our agencies and carefully make the decision on where to direct the funds.

Sample Stories to Incorporate

The story that you add to your speech does not have to be long, it can be a short paragraph or a couple of sentences on a particular story. It can also include some tidbits about the people in this year's materials.

Making the ask and saying thanks

It's important to always thank the audience for their time. It's also important to ask the audience for a gift. Here are some examples on asking for a gift:

"Your support does matter. It matters to the family who lost everything in a house fire, to the life of the mother who calls for help in the middle of the night, or the child who needs special attention for his developmental disabilities. Please, keep helping. Thank you."



"I hope you will join me in pledging this year and continue to help one out of three people in our community. You are truly making a difference, thank you for your support."

"When you came in today, you received some information on United Way and a pledge card. I encourage you to read through that information and fill out your pledge card. By making a gift, you are truly helping our entire community. Thank you for your past support and for your support this year."

Closing

Many of the closes in United Way speeches end by thanking the audience and introducing the video. Here are some other ways to close:

- Restate the key points
- Summarize the main idea or most important point
- Return to the opening theme

Deadly sins of closing:

- Changing your delivery style
- Admitting that you've forgotten something and go back to cover it
- Apologizing
- Rambling
- Saying that you're about to end, but then continuing talking
- "Well, I guess that's it"